

**National Food Study  
Field Interviewer Manual**

**March 26, 2012**



**MATHEMATICA**  
Policy Research, Inc.

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## CONTENTS

I	INTRODUCTION TO THE PROJECT .....	1
	A. Purpose of the National Food Study .....	1
	B. Overview of Data Collection.....	2
	C. National Food Study Team.....	3
	D. Your Role as a Field Interviewer .....	4
II	OVERVIEW OF FIELD INTERVIEWING.....	7
III	SCREENING HOUSEHOLDS .....	11
	A. Contact Sheets .....	11
	B. Contact Attempt Requirements.....	18
	C. Conducting the Screener .....	20
	D. How to Avoid Refusals.....	24
	E. Step-by-Step Guide to Screening.....	26
IV	OVERVIEW OF HOUSEHOLD VISITS AND CAPI INTERVIEWS .....	29
	A. Initial and Final Visits .....	29
	B. Initial Interview.....	31
	C. Final Interview.....	32
	D. Guidelines for Conducting CAPI Interviews .....	33
V	FOOD BOOKS .....	35
	A. Who Completes a Food Book? .....	36
	B. Food at Home and Food Away from Home .....	37
	C. Primary Respondent Book.....	38
	D. Scanning Foods Brought into the Home .....	46
	E. Adult Books.....	51
	F. Youth Books .....	51

VI	INITIAL HOUSEHOLD VISIT .....	53
	A. Obtaining Informed Consent .....	55
	B. Play the Video Introduction to the Study .....	56
	C. Conduct Initial Interview .....	56
	D. Household Training Video and Practice.....	57
	E. Additional Forms .....	60
	F. Averting Refusals during the Initial Visit .....	63
VII	FINAL HOUSEHOLD VISIT .....	65
	A. Collect Food Books, Meals and Snacks Form, and Scanner .....	65
	B. Conduct Final Interview.....	65
	C. Review Blue Pages During the Final Visit .....	67
	D. Respondent Payment Form and Distribution of Incentives.....	67
	E. Respondent Feedback Form .....	69
VIII	ORGANIZING MATERIALS .....	71
	A. Screening Materials .....	71
	B. Materials for Initial Household Visit .....	72
	C. Materials for Final Household Visit.....	74
IX	USING YOUR COMPUTER.....	77
	A. Computer Equipment .....	77
	B. Logging in to the Computer.....	80
	C. Connecting to the Internet and Transmitting Data .....	82
	D. Using the SMI .....	84
	E. Conducting CAPI Interviews .....	94
	F. Submitting Time and Expense Reports.....	99
X	NON-INTERVIEWING FIELD ACTIVITIES.....	101
XI	GUIDELINES FOR TRAVEL EXPENSES .....	103

## APPENDICES

- APPENDIX A: USING THE CAPI SYSTEM
- APPENDIX B: SCREENER INSTRUMENT
- APPENDIX C: INITIAL INTERVIEW QUESTION-BY-QUESTION SPECIFICATIONS
- APPENDIX D: FINAL INTERVIEW QUESTION-BY-QUESTION SPECIFICATIONS
- APPENDIX E: TRAINING SCRIPT
- APPENDIX F: VIDEO SCRIPT FOR FOOD BOOK TRAINING
- APPENDIX G: VIDEO SCRIPT FOR SCREENER REFUSAL AVERSION
- APPENDIX H: VIDEO SCRIPT FOR STUDY REFUSAL AVERSION
- APPENDIX I: FREQUENTLY ASKED QUESTIONS AND REFUSAL AVERSION RESPONSES
- APPENDIX J: GLOSSARY OF TERMS
- APPENDIX K: OUTREACH LETTERS

## TABLES

- III.1 Information to Copy from Contact Sheet to Screener ..... 21

## FIGURES

- III.1 Contact Sheet ..... 13
- IV.1 Initial and Final Visit Anchor the Household Data Collection Week ..... 27
- V.1 Examples of Barcode Stickers on Produce ..... 48
- VIII.1 Organization of Field Interviewer Materials ..... 73
- X.1 Listing Form for Multiple Unit Buildings ..... 102

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## I. INTRODUCTION TO THE PROJECT

Congratulations on being selected as a field interviewer for Mathematica Policy Research on the National Food Study. This manual provides comprehensive information about how to conduct field activities. Please use it throughout the field period as a reference. This chapter provides an overview of the project to give you a better understanding of why the study is being conducted, what the data collection will entail, and who will be working with you as part of the study team.

### A. Purpose of the National Food Study

Mathematica Policy Research is conducting this study under contract with the Economic Research Service (ERS) of the U.S. Department of Agriculture (USDA). The mission of ERS is to provide timely research and analysis on topics related to agriculture, food, the environment, rural America, and the impacts of USDA's food and nutrition assistance programs on clients' well-being. The National Food Study will provide ERS with data to answer some basic questions about U.S. households, including:

- How much do they spend on food?
- How much food do they obtain for home preparation and consumption, and how much food do they obtain and consume away from home?
- How much food comes from supermarkets? Restaurants? School cafeterias?
- How much does food cost at these places?
- What types of food do they buy?
- How much food do they get at no cost from food pantries? Family or friends? Gardening, hunting, or fishing?

#### Purpose of the Study

This study is about food in the United States. We are looking at the foods households get over the course of a week, in order to **understand where households get food and how much they pay for food**. This information will help the USDA improve its programs and **ensure that all residents of the U.S. have access to a healthy diet at affordable prices**.

The National Food Study will collect information about household food acquisitions, including foods purchased and foods obtained at no cost. The study will also collect information about household characteristics, including demographics, income, major nonfood expenditures, food security, health status, and dietary knowledge.

Mathematica's role on this study is to design data collection forms and procedures; recruit, train, and oversee all data collection staff; screen a scientifically selected sample of addresses for study eligibility; and collect data. Mathematica is training staff to collect data from a national sample of 5,000 households.

As a field interviewer, you play a critical role in the success of this study as you will be in direct contact with households to conduct screening (for eligibility), train respondents on study protocols, and conduct the in-person interviews. Your professionalism, confidence, and project knowledge play a critical role in your success.

## B. Overview of Data Collection

The National Food Study will be conducted from **mid-April through October 2012**. Below are answers to key questions about the data collection.

**How big is the survey?** The National Food Study will obtain completed interviews from 5,000 households. To accomplish this objective, we must sample nearly 20,000 addresses and screen households at those addresses to determine their eligibility for the survey.

**Who is being asked to participate?** The National Food Study will be conducted in 50 Primary Sampling Units (PSUs) throughout the United States. A PSU is a county or group of counties. Interviewing areas were randomly selected within these PSUs, and then a random sample of addresses was selected within each interviewing area. Postcards with study information are sent to each sample address. Households residing at selected addresses are screened for eligibility, and eligible households are asked to participate.

**Do respondents get anything for participating?** Survey respondents will receive an incentive if they complete the data collection. We know that a household can spend 4 to 6 hours on survey activities over the course of the study week, depending on household size. The incentive is a way to offset this burden. Participating households will receive:

- \$100 for main respondent
- Up to three \$10 gift cards for calling Mathematica's telephone center to report food acquisitions
- Gift cards for additional participating household members (\$10 for youth 11 to 14 years old, \$20 for those 15 and older)

**What will participants need to do?** The main food shopper or meal planner in the household will be asked to complete two in-person interviews and call the telephone center for three brief telephone interviews over the course of one week. Each household member is also asked to track and report all food acquisitions during a one-week period. They are asked to scan barcodes on foods, save their receipts from stores and restaurants, and write information in a food book. A typical survey week for a household will include the following:

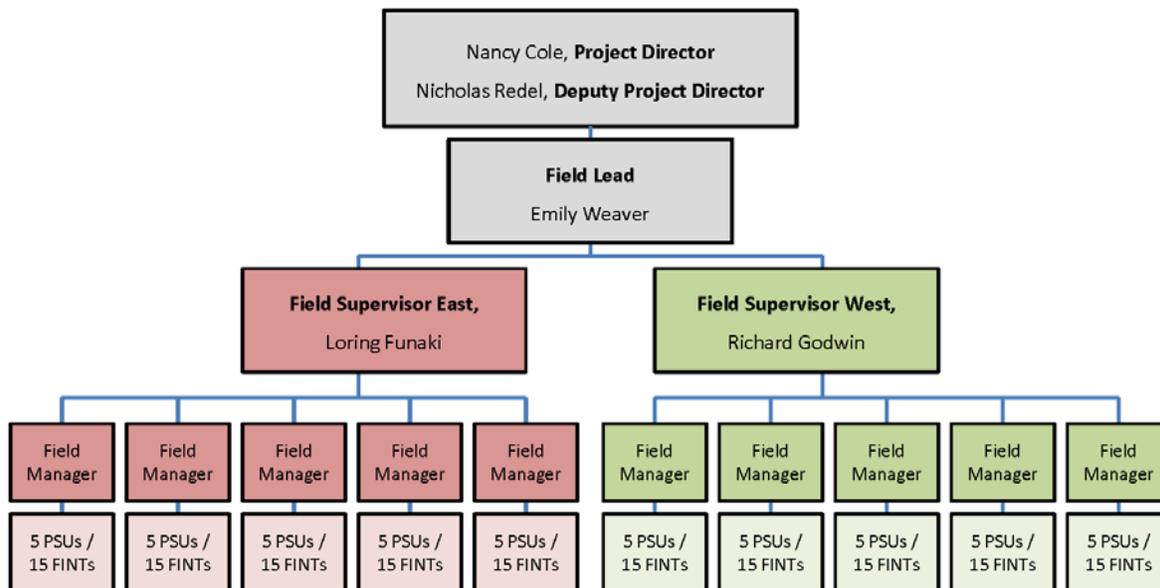
- Initial Household Visit
  - Provide consent
  - Complete Initial Interview
  - Receive video training about how to use the food books and scanner
- Each day from Day 1 to Day 7
  - Household members record food acquisitions in food books

- Days 2, 5, 7
  - Primary respondent calls Mathematica to report food acquisitions
- Final Household Visit (after end of week)
  - Complete Final Interview
  - Return survey materials (food books and scanner)
  - Receive incentives

As a field interviewer, you play a critical role in helping households provide the best quality data possible. On your first visit to an eligible household you will train the main respondent to use the data collection materials during the study week. The rapport you build, the way you respond to questions, and caliber of the training you provide all work to ensure households are both motivated to take part in the study and are able to successfully complete the tasks involved.

### C. National Food Study Team

Data for the National Food Study will be collected by field interviewers and telephone interviewers working in Mathematica’s Survey Operations Center (SOC). Field interviewers will be supported at multiple levels as shown in the graphic below:



#### Makeup of Field Team

The study will employ at least 150 field interviewers working in teams of 3 field interviewers (FINTs) per PSU. Some PSUs are staffed with more than three FINTs, especially those having a large geographic area, or requiring bilingual interviewers in more than one language. Additional interviewers will travel among sites as needed. FINTs are supported at several levels:

- **The project director and deputy project director** are responsible for the overall design of the study, oversight of the field and telephone operations, and communicating progress to the client.
- **The field lead** will review and assess progress reports from the field, identify problems, and work with the field supervisors to direct resources as needed.
- **One field supervisor** is assigned to the eastern and western halves of the country (25 PSUs each). The field supervisors will ensure that enough staff and materials are available to meet the study targets for completed cases.
- **Field managers** will each support 15 FINTs in 5 PSUs. FMs hold weekly calls with FINTs to review work, answer questions, and shift caseloads as needed.

## D. Your Role as a Field Interviewer

Field interviewers have four important roles:

1. **Screen** and recruit households
2. **Interview** households using Computer Assisted Personal Interviewing (CAPI)
3. **Train** households to use the food reporting instruments
4. **Work with your field manager** to ensure the overall success of your team

**Screening.** Most of your time will be spent screening households to identify those eligible for the survey. Over a 6-month period, 150 interviewers may screen up to 20,000 **households** (about 5 households per week per interviewer). To screen a household, you will find the address listed on the contact sheet, knock on the door, and conduct a brief (10-minutes or less) screening using a paper instrument. At the end of each day, you will enter responses from these screenings into the Sample Management Interface (SMI) on your laptop computer. The SMI is a web-based system that will help you manage your cases.

**Recruiting.** We will obtain **5,000 completed surveys** with eligible households – about 1.5 per interviewer per week. This number is well below 20,000 because most households that you screen will not be eligible – we can't identify eligible households in advance, so we select a random sample of addresses and screen them to determine eligibility.

When you identify an eligible household, you will change gears significantly. You have to be prepared for this every day. After identifying an eligible household, you will actively recruit them to participate in the survey. You will tell households about the incentives that they can receive, the fun they may have tracking their food acquisitions, and the ease of completing the data collection protocols. After you have completed surveys with some households, you will have first-hand knowledge of some positive reactions to the survey and can relate these experiences to future households.

**Interviewing.** After a household agrees to participate, you will obtain signed consent and conduct the **Initial Interview** via CAPI on your laptop computer. At the end of the survey week, you will revisit the household and conduct the **Final Interview** via CAPI on your laptop computer. These CAPI interviews are scripted with programmed skip patterns. You read the questions on your computer screen and enter responses provided by the respondents (see Appendix A for more

information on the CAPI system). We have tips about conducting these interviews and information about the survey questions later in this manual.

**Training households.** After conducting the **Initial Interview**, you will train households to use the data collection materials. We hope this will be both challenging and fun. We give you a **household training video** and you will ask the respondent to watch a video. The video prompts you to pause playback at key points during training to guide the respondent through practice pages in the food book. We are asking households to track all the foods that they get over a one-week period, and we are giving them several data collection tools to make this task easy. It is your job to teach them to use the tools, and collect their materials at the end of the survey week.

We will review all data collection tools at training, and give you a script to use when you train households. We will equip you with the household training video on a DVD and on your computer. If a household has a DVD player, you can play the DVD on their television; if they do not have a DVD player, play the video on your computer.

**Working with your Field Manager.** Field managers (FMs) are responsible for coordinating the activities of field interviewers. Each FM will work with up to 18 interviewers in 6 PSUs and they will serve as the liaison between your team members and the SOC. Your FM is your first point of contact for any questions or issues that arise during the field period.

FMs will conduct mandatory regularly scheduled weekly phone calls with field interviewers. During these phone calls your FM will:

- Review your work schedule and resolve scheduling conflicts
- Review your inventory of materials
- Review your case list and disposition of completed cases
- Discuss refusals and possible refusal aversion strategies
- Discuss pending Initial and Final Interviews
- Review productivity
- Discuss problems and troubleshoot any issue you encounter, including issues associated with the SMI, CAPI, timesheets, expense reports, etc.

Based on information from weekly phone calls, FMs may reallocate case assignments within PSUs to even out the workflow based on interviewer schedules, workloads, and productivity. Working effectively with your FM is an essential component of your duties as a field interviewer.

### **Have questions or need support?**

We are committed to your success as a field interviewer on the National Food Study. This commitment begins with providing you the best training possible and continues with ongoing support from your field managers and field supervisor (at the SOC).

Remember that your field manager is committed to your success! Do not hesitate to contact your FM with any questions or challenges that you may be facing on this study

If you have questions while you are in the field and you need an immediate response, please contact your field manager with the Mathematica cell phone you will be issued at training. If your field manager is unavailable, please contact the field supervisors at the Survey Operations Center.

Someone is on duty at the SOC:

- Monday through Thursday, 9am – midnight EST
- Friday, 9am – 10pm EST
- Saturday, 9am – 8pm EST
- Sunday, 1pm – 9pm EST

## II. OVERVIEW OF FIELD INTERVIEWING

As a representative of both Mathematica Policy Research and (ultimately) the USDA, we have high expectations for your work on the National Food Study. These expectations apply to the way you conduct yourself in the field (professionalism, sensitivity), your knowledge of the study, and your ability to successfully use the tools provided to collect high quality data. This section describes each of these expectations in greater detail.

### Professionalism

You will be representing Mathematica and the USDA in these communities. Therefore, you have a responsibility to perform your duties in an efficient and professional manner. You are expected to be considerate and courteous in your interactions with respondents and their families, with members of your data collection team, and with Mathematica staff. As noted, you will spend a significant portion of your time knocking on doors to identify households eligible for the study. First impressions are key, so personal appearance and knowledge about the study are crucial.

#### Tips for making a good first impression:

- Dress in clean, professional clothing
- Wear sensible shoes, since you will do a considerable amount of walking
- Do not eat, smoke, chew gum, or take personal phone calls in front of a respondent
- Be knowledgeable about the subject matter and prepared to answer respondent questions
- Project confidence when discussing the study and its components

### Confidentiality

You have signed the Mathematica confidentiality pledge and are aware that Mathematica assures respondents that we will preserve and protect privacy standards. Our respondents must be convinced of the legitimacy and value of our studies, and they must trust that their responses will be handled respectfully and in the strictest confidence. No one outside the project team will see or hear an individual's responses. Willful disclosure of any identifiable information about respondents may lead to criminal prosecution, civil penalties or disciplinary actions.

Field interviewers play a critical role in maintaining confidentiality. You must be careful not to discuss any aspects of the data when you are in a public location where you might be overheard. You should never mention participants by name or discuss anything about them with someone who is not a member of the study team (this includes members of your own family). You should also carefully follow the protocols in this manual for handling and storing materials, which are critical to ensure against loss, breach of security or respondent confidentiality, and other hazards. And remember never to leave any document with a respondent name or contact information lying around where it can be viewed. Field interviewers should adhere to the following rules:

- **Never talk with others about respondents.** Do not mention participants by name or discuss anything about them with anyone outside the study. This includes your family

members (husbands, wives, children, etc.) and friends. If you need to discuss or get feedback about one of your cases, talk to your field manager.

- **Never leave your contact sheets visible or unattended.** Please make sure that you do not leave your contact sheets unattended so that other people can access them. If you are working with your contact sheets and have to step away—even for a moment—cover the sheets or put them in a folder so that others cannot view them. When you are not working on your cases, keep your contact sheets in a locked closet or cabinet. If you have to leave contact sheets in your car while you are doing a home visit, always lock them in the trunk. The point is that no one should view your contact sheets except you, your field manager, and members of the management team.
- **Never give your Mathematica email or ET passwords to anyone.** Access to your laptop is protected by a password that only you and Mathematica’s technical support team know. Memorize your password and do not write it in an easily accessible place.
- **Never leave your laptop unattended.** Always carry your laptop with you or store it in a safe place. If you plan to leave your laptop in your car while conducting screening interviews, lock the laptop in the trunk. Never leave your laptop in your car overnight (not even in the trunk); extreme heat or cold can damage the computer. If you must leave the room during a home visit, make sure that you shut down your laptop before leaving.
- **Safeguard completed materials until you deliver them to your field manager.** Sometimes you will have to store completed materials until the scheduled shipment to the SOC. Always store these in a secure place, such as in a locked cabinet or closet, until you are ready to ship them. Do not leave these in your car.
- **Inform your field manager if study materials are stolen or lost.** Contact your field manager immediately if any study materials (including laptops and scanners) are lost or stolen. Even if the lost or stolen materials do not contain information that could identify participants in the study, you are required to report the incident to your field manager.

### CIPSEA Confidentiality Provisions

The National Food Study is conducted under the authority of the *Confidential Information Protection and Statistical Efficiency Act* (CIPSEA). This legislation provides certain safeguards for data collection activities including: CIPSEA training for all project staff including field interviewers, telephone interviewers, and home office staff; background checks of all persons with access to study data; and penalties for disclosure of data collected under CIPSEA authority. The consent form that you provide to households contains information about CIPSEA penalties:

Persons are subject to a jail term of up to 5 years, a fine of up to \$250,000, or both for willfully disclosing ANY identifiable information about study respondents.

Field interviewers will receive CIPSEA training as part of field interviewer training.

## **Policy on Suspected Abuse and Neglect**

Although it is very unlikely that you will see abusive behavior during your visits in respondents' homes, there is always a chance that you may. This section describes your responsibilities in the event that you suspect abuse or neglect.

The Child Abuse Prevention and Treatment Act (CAPTA) (P.L. 93-247) provides a foundation for a national definition of child abuse and neglect. CAPTA defines child abuse and neglect as "at a minimum, any recent act or failure to act on the part of a parent or caretaker, which results in death, serious physical or emotional harm, sexual abuse or exploitation, or an act or failure to act which presents an imminent risk of serious harm." What legally constitutes abuse varies by state. Abuse is also different from neglect, which is the failure to provide for the child's basic needs. Neglect can be physical, educational, or emotional. Physical neglect can include not providing adequate food or clothing, appropriate medical care, supervision, or proper weather protection (heat or coats).

If you suspect child abuse at a sample residence, discuss it with your field manager as soon as possible after leaving the house. Do not discuss it with other members of your team. The SOC supervisor will then contact the project director to report what you observed. The project director may contact you to learn more about the incident, and will discuss your suspicions with Mathematica's legal advisors. Our legal advisors are familiar with the laws and reporting requirements in each state. Please do not take matters into your own hands and do not discuss your suspicions with anyone else. Be careful not to jump to conclusions.

In the rare event that you witness any physical child abuse in which the child is in immediate danger, you are obligated to help and notify the authorities. Depending on the situation, you may want to enlist the aid of other adults in stopping the abuse. If necessary, call the police or 911. In these circumstances let your field manager or SOC supervisor know about the incident immediately. The SOC supervisor will contact the project director and Mathematica management.

Similarly, in the rare event that a respondent reports imminent harm, voluntarily stating that he or she intends to hurt him or herself or another person, you should report this to your field manager and SOC supervisor and they will notify Mathematica management.

## **Sensitivity**

This is an unprecedented study. Accordingly, most of the households you contact will never before have participated in this type of survey. Each person you contact will react differently to the content of the data collection. Some questions may make respondents want to share their stories; some may make them feel uncomfortable. Other questions may cause apprehension. Some of the families in this study may be marginalized from mainstream U.S. culture and thus may be wary of people they see as authority figures, including interviewers. For some, language and cultural differences can make it more difficult to grasp the intent of the data collection and the purpose of the questions. The skill, directness, and empathy you bring to interviewing will determine whether we can successfully collect information that will help us understand the lives of these families.

Assuring families that their information will be kept in strict confidence and will not be shared with authorities is very important. Respondents will vary in their willingness to speak with strangers, their willingness to participate in a survey, and their trust in the confidentiality assurances that we provide. Some families may be suspicious of a stranger (such as an interviewer) who wants to ask questions about them and their family. Remember that you are not allowed to divulge any

information you collect to anyone outside the study team, which includes officials of other government agencies. If you reveal information provided during these interviews, you will violate your contract with Mathematica and the USDA and be subject to the penalties described in your signed confidentiality agreement.

### III. SCREENING HOUSEHOLDS

As a field interviewer, much of your time will be spent screening and recruiting households to participate in the study. Field interviewers will conduct a screening interview at up to 20,000 sample addresses to identify households who are eligible to participate. Of the 20,000 sample addresses, we anticipate about 6,250 households will be eligible for the study and **5,000 households** will complete data collection activities. This chapter describes the procedures and the tools you will use to conduct household screening.

#### A. Contact Sheets

You will receive a contact sheet for each address assigned to you for screening. It is important to remember that we sampled addresses, not people. If someone tells you, “I just moved in, you have the wrong person,” explain that we sampled the address. We want to screen the household occupying the address at the time of contact

The contact sheet (Figure III.1) includes: (1) the sample address; (2) the adjacent address – used to confirm that no addresses were accidentally missed when Mathematica statisticians constructed the sample; (3) space to record all contacts and attempted contacts with a sample address; and (4) information needed to screen and log contacts with the sample address, including:

- MPRID assigned to the address
- Security code assigned to the address
- Quota groups open for the address

The MPRID and security code (top of contact sheet) are used to enter information about this case in the SMI and CAPI systems. Every MPRID has a unique security code that must be entered after the MPRID (like the code on the back of your credit card) to ensure that the MPRID was entered without error.

Quota groups identify the target populations that we will survey. We label these groups A, B, C, and D (defined later in this chapter). When you screen a household, you will determine if they are in group A, B, C, or D. If their group is listed as an open quota group on the contact sheet, the household is eligible for the survey.

You will use the blank lines at the bottom of the contact sheet to record information about each attempt to contact the household for screening and household interviews. For each attempt, record the date and time, the instrument, the status code, and comments about the attempted contact.

You will enter the month and day in the date field; and circle the day of the week. It is important to vary the times that you make attempted contacts to increase your chances of finding someone at home. So it is important to be accurate in recording the times. If you do not know what you did on past attempts, you will not know what to do for later attempts.

Use the Instrument column to keep track of whether you are attempting to conduct the screener, the Initial interview, or the Final interview. You will always complete these instruments in order, so the screener must receive a status of “021- Screener – Eligible and Agrees” before you can

complete the Initial interview; and the Initial interview must receive a status of “020 – CAPI Complete” before you can complete the Final interview.

You are not required to write a comment for each contact. But it is important to write comments for:

- 220 – Refused
- 567 – Locked building
- 568 – Gated community
- 561 – No such address
- 569 – Group quarters
- 570 – Not a residence

Your field manager will review these cases with you during your weekly phone, so it is important to write comments.

You may also want to write comments for status codes like:

- 800 – Firm appointment
- 820 – Soft appointment

Your notes could help you when you visit the household at a later date.

If you are unsure about whether or not to write a comment, write a comment. It is better to have too much information, rather than not enough. We will discuss comments in more detail later.

Every evening when you return home from working contact sheets, you will enter the new information from the contact sheets in the SMI, our online tracking system. It is important to allow enough time in your workday to enter this information and transmit data to Mathematica. This will take approximately 15 minutes each day.

**You will receive a new batch of contact sheets every TWO or THREE weeks.**

**It is important to work through most of your current batch to identify eligible households before receiving a new batch.**

## Adjacent Addresses

The first time that you visit an address, you will complete the adjacent address section of the contact sheet. The “adjacent address” section contains information about the next expected address (when the sample address is in a single-unit building, like a home), or the number of units we expect to find (when the sample address is in a multiple-unit building, such as an apartment complex). We do not sample commercial buildings for the study, we are looking for homes. You can ignore commercial addresses when identifying the adjacent address. The purpose of this section is to make sure that we did not overlook any addresses in our survey areas when we selected our sample addresses.

Figure III.1. Contact Sheet

<b>2012 National Food Study</b>		<BARCODE>		Date Released:		
				Release #:		
				SSU:		
MPRID: <01234567>	Security Code: <1234>	Open Quota Groups: <A, B, C, D>	Gift Cards: <\$10/\$20>			
<b>SAMPLE ADDRESS</b>						
<Street Address Line 1>						
<Street Address Line 2>						
<City, State, ZIP>						
<b>ADJACENT ADDRESS/NUMBER OF UNITS IN SAMPLED BUILDING</b>						
<Adjacent Address Line 1>			Is this information correct? <input type="checkbox"/> Yes <input type="checkbox"/> No, units not correct or building found between sample address and adjacent address. Go to back page. <input type="checkbox"/> No, adjacent address is across the street. Go to back page.			
<Adjacent Address Line 2> OR <Number of Units=X>						
<City, State, ZIP>						
<b>STATUS CODES</b>						
021 – Screener – Eligible and Agrees	650 – No one home	561 – No such address	401 – Spanish			
022 – Screener – Eligible and Refuses	800 – Firm appointment	564 – Vacant	402 – Korean			
023 – Screener – Inelig (Int Chk 1 & 2)	820 – Soft appointment	565 – Demolished	403 – Vietnamese			
024 – Screener – Inelig (Q6a)	567 – Locked building	569 – Group quarters	405 – Chinese			
220 – Refused	568 – Gated community	570 – Not a residence	404 – Non-study language			
020 – CAPI Complete (Init & Final)						
<b>CONTACTS</b>						
Initials	Date	Time	Instrument (SCRN, INIT, FINAL)	Status Code	Comments	
1	/ / /2012 S M T W TH F S	: : am pm				
If no contact with a person, leave a door knocker.						
2	/ / /2012 S M T W TH F S	: : am pm				
3	/ / /2012 S M T W TH F S	: : am pm				
4	/ / /2012 S M T W TH F S	: : am pm				
5	/ / /2012 S M T W TH F S	: : am pm				
If no contact with a person, leave a door knocker.						
6	/ / /2012 S M T W TH F S	: : am pm				
7	/ / /2012 S M T W TH F S	: : am pm				
8	/ / /2012 S M T W TH F S	: : am pm				
9	/ / /2012 S M T W TH F S	: : am pm				
<b>Screening Attempts Overview</b>				<b>\$5 Distributed?</b> <input type="checkbox"/> YES	<b>Scheduled Appointment (date / time)</b>	
Weekday DAY	Weekday EVE	Weekend DAY	Weekend EVE		INIT	FINAL
1 <input type="checkbox"/> 2 <input type="checkbox"/>	1 <input type="checkbox"/> 2 <input type="checkbox"/>	1 <input type="checkbox"/> 2 <input type="checkbox"/>	1 <input type="checkbox"/> 2 <input type="checkbox"/>			

CORRECTIONS TO ADJACENT ADDRESS INFORMATION		
<b>NUMBER OF UNITS IS NOT CORRECT</b> a) Enter correct # units: _____ b) List unit numbers in table below	OR	<b>BUILDINGS BETWEEN SAMPLE ADDRESS AND ADJACENT ADDRESS</b> a) Enter # buildings found: _____ b) List building addresses in table below. Include unit numbers in buildings with multiple units.
		OR
		<b>ADJACENT ADDRESS IS ACROSS THE STREET</b> a) Enter "1" if any building to right of sample address: _____ b) List address of building to right in table below. Include unit numbers if multiple unit building.
Street address and/or unit #:		Type / Description:

CONTACTS					
Initials	Date	Time	Instrument (SCRN, INIT, FINAL)	Status Code	Comments
10	/ / /2012 S M T W TH F S	: : am pm			
11	/ / /2012 S M T W TH F S	: : am pm			
12	/ / /2012 S M T W TH F S	: : am pm			
If no contact, leave another door knocker.					
13	/ / /2012 S M T W TH F S	: : am pm			
14	/ / /2012 S M T W TH F S	: : am pm			
15	/ / /2012 S M T W TH F S	: : am pm			
16	/ / /2012 S M T W TH F S	: : am pm			
17	/ / /2012 S M T W TH F S	: : am pm			
18	/ / /2012 S M T W TH F S	: : am pm			
19	/ / /2012 S M T W TH F S	: : am pm			
20	/ / /2012 S M T W TH F S	: : am pm			
21	/ / /2012 S M T W TH F S	: : am pm			

*Single-Unit Buildings.* For single-unit buildings the adjacent address is the address that we expect to be immediately to the right or left of the sample address. Field interviewers must look for the adjacent address, determine whether there are any dwelling units between the sample address and the adjacent address, and report findings on the contact sheets.

*Multiple-Unit Buildings.* When our sample address is in a building with multiple dwelling units, the adjacent address field will usually list the expected number of dwelling units in the building and you must confirm or correct that number. Look for unit numbers on doors, mailboxes, or buzzers to determine the number of units. Sometimes, you may need to ask someone who lives there. Be sure to look for basement apartments, and apartments in the back or side of the house.

You should not have to travel far to search for the adjacent address. You will check one of the three boxes to indicate whether the adjacent address is correct.

- Check “Yes” if the adjacent address is right next to the sample address (with no building in-between), the information on the contact sheet is correct.
- Check “No, not adjacent” if you find one or more homes between the sample address and adjacent address. Turn to the back of the contact sheet and write the address of all buildings between the sample address and adjacent address.
- Check “No, across the street” if the adjacent address is across the street from the sample address. Turn to the back of the contact sheet and write the address of the building on the immediate left and right of the sample address.

Remember, you will look for the adjacent address the first time that you visit the sample address. After completing the adjacent address section of the contact sheet, go to the sample address to conduct the screener. The sample address should be contacted even if the adjacent address is wrong.

## Status Codes

Each time that you attempt to contact someone at the sample address, you must document the attempt at the bottom of the contact sheet. Enter the date, time, status code, and comment. The status codes are listed on the contact sheet and shown below.

STATUS CODES			
021 – Screener – Eligible and Agrees	650 – No one home	561 – No such address	401 – Spanish
022 – Screener – Eligible and Refuses	800 – Firm appointment	564 – Vacant	402 – Korean
023 – Screener – Inelig (Int Chk 1 & 2)	820 – Soft appointment	565 – Demolished	403 – Vietnamese
024 – Screener – Inelig (Q6a)	567 – Locked building	569 – Group quarters	405 – Chinese
220 – Refused	568 – Gated community	570 – Not a residence	404 – Non-study language
020 – CAPI Complete			

Codes shown above in **black** are **final** status codes. Codes shown in **red** are **interim** codes; which means that you will revisit the address or transfer the case to a bilingual interviewer.

The first column contains codes that you will use when you talk with a respondent:

- 021, 022, 023, and 024 are used when you complete a Screener. These codes correspond to the four possible outcomes of screening, as discussed in a later section.<sup>1</sup>
- 220 is used to indicate refusal to complete the Screener or a CAPI Interview. When a household refuses to complete an interview, write a comment to describe your encounter with the respondent.
- 020 is used when you complete the CAPI Initial or Final Interview

The second column contains codes to use when you must return to the address because no one is home, you made an appointment to return, or you could not gain access to the address (locked building or gated community).

- No one home (650) – when no one answers the door. On the first visit, be sure to look for signs that the address is occupied and take notes if there are any indications of a good time to come back (for example, signs that children live there).
- Firm appointment (800) – when the respondent asks you to return on a specific date and time. For example, a respondent answers the door and says she is busy making dinner, so you agree to come back at a time when she is free. She asks you to return on Thursday at 10am. This is a firm appointment.
- Soft appointment (820) – when you are asked to come back in the future, but the respondent does not agree to a specific date and time. For example, a respondent suggests you return on Saturday morning or Tuesday evening.
- Locked building (567) and gated communities (568) – You should make multiple attempts to gain access to locked buildings and gated communities. You may be able to enter if there is a doorman, if a resident lets you inside, or if the manager’s phone number is posted and he provides access. Always attempt to contact the manager if you have that information. If you cannot gain access after multiple attempts, your field manager will follow procedures to contact building or community management.

The third column contains status codes for addresses that are not eligible for interviews. You must be on the ground to determine that an address does not exist (501), is vacant (564), or demolished (565). Be very careful that you are at the correct address when you use these codes.

**DO NOT USE “NO SUCH ADDRESS” BASED ON GOOGLE SEARCH RESULTS!**

Some addresses will be automatically coded as vacant (564) in the SMI after the contact sheet is sent to you. This will happen if the post office returns the advance mailing to the SOC because it is undeliverable. You do not need to visit that address; just return the contact sheet to the SOC.

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<sup>1</sup> Bilingual Chinese interviewers will also use code “025-Screener-Inelig (lang)” for eligible households that are screened in Chinese and do not have a household member who speaks one of the four study languages.

The last two codes in column three are used for:

- Group quarters (569) – place where people live or stay in a group living arrangement that is owned or managed by an organization. Examples are:
  - College/university housing (residence halls, dormitories, fraternities/sororities)
  - Correctional facilities
  - Health care facilities
  - Homeless shelters
  - Military housing
  - Nursing homes
  - Religious group quarters
  - Residential treatment centers
  - Worker’s group living arrangements
- Not a residence (570) – this code should be used if the address is occupied by a business. When you find a business at a sample address, you should always go inside and ask if anyone lives at that address. Some people run a business out of their home and put a sign for the business out front. In this case, you are at the correct address and you should conduct the screener with the person who lives there.

You might find a business with an apartment in the back or upstairs. In this case, ask if the apartment has a separate apartment number. Ask “What address do you use to get mail?” If they get mail addressed to the sample address, with no apartment number, then you should conduct the screener with residents of the apartment.

The fourth column contains language codes. Language codes are used on the contact sheet when you cannot conduct the screener because the respondent does not speak your language. All field interviewers will have a “language card.” If you encounter a respondent who does not speak your language, show them the language card, which contains the name of the study in alternate languages and instructs the respondent to point to their language.

The Screener can be conducted in **five** languages: English, Spanish, Korean, Vietnamese, and Chinese. The full week-long study can be conducted in the first four of these languages, but not in Chinese. If the respondent points to one of the study languages on the card, use the language status code on your contact sheet and your field manager will transfer the case to a bilingual interviewer. If the respondent does not indicate that they speak a language listed on the card, use the status code for “404 Non-study language.”

### Comments on the Contact Sheet

Contact sheets contain a place for you to write comments about each attempted contact. Use this space to record information about:

- **The Location** – Make notes if the address was hard to find. Describe the location, provide directions, and/or describe the type and color of the building. This is especially important if the house number is not on the building.
- **Persons you talk to who do not complete a screener** – Make notes if you talk to someone who is unable or unwilling to complete the screener. For example, you may talk to a minor or someone who is not the head of household, and they tell you to come

back later. You may talk to a neighbor or landlord and obtain information about the best times to come back.

- **Refusals** – You must enter a comment if the respondent refuses to complete the screener. Describe the respondent, their reason for refusal, and your overall encounter. Be specific about the reason for refusal and about the respondent’s demeanor. For example, were they polite, calm, adamant, hostile, or threatening? Did you catch them at a bad time? These comments will help you and your field manager assess whether you should return for another attempt, whether the study should send a refusal conversion letter, or whether the case should be transferred to another interviewer.
- **Language barriers** – If you are not a bilingual interviewer and you encounter language barriers, the case will be transferred to a bilingual interviewer. Be sure to write comments that may help the bilingual interviewer prepare for this case. For example, the age of the respondent or apparent number of people living at the address may provide clues about when a respondent is likely to be at home.
- **Locked building or gated community** – Always write comments on the first attempt for a locked building or gated community. What does the entrance look like? Is there a person at the entrance and if so, what did they say? Is there any way to get buzzed in? Is there a management company or manager’s name and phone number? If you do not find contact information for the manager, look for the name of the management company and include it in the comments on your contact sheet.

Do not write comments that exactly duplicate the status code. For example, if you enter “650” as the status code, do not write “no one home” in the comment field. You may want to write locating information, or make notes if it appears that no one has been home for awhile (e.g., lots of mail has not been picked up; grass is overgrown). It is okay to leave the comment field blank if you have no comments. Be sure to write clearly. You will enter your hand-written information into your computer at the end of each day.

## B. Contact Attempt Requirements

The hardest part of this study is finding someone at home so that you can conduct the screener. You will find that most of your contact attempts result in a status of “no one home.” Because you cannot know when someone will be at home, you must vary the times of day and days of week when you make attempts. Studies conducted by Census have found that the best times to find people at home are on **weekends** and **weekday evenings**. Nonetheless, you may have success finding people at home on weekday mornings if they are retired, unemployed, or work evenings.

This study will include two phases:

- Phase I – we want you to make at least 8 attempts at each address to complete the screener. Addresses with no contacts after 8 attempts are considered “hard to reach” and are retired from Phase I.
- Phase II – a sample of cases with no contact in Phase I will be contacted 10 additional times, up to a maximum of 18 attempts.

### Contact Attempt Requirements / Phase I

Most cases will be contacted during Phase I before you reach 8 attempts. To count 8 attempts needed to retire a case, you need at least 2 attempts in each of 4 time slots.

Time Slot	Minimum Number of Attempts
Weekday, daytime (9 am – 4 pm)	2
Weekday, evening (4 pm – 9 pm)	2
Weekend, daytime (9 am – 4 pm)	2
Weekend, evening (4pm – 9 pm)	2
<b>Total</b>	<b>8</b>

You can track the time slots in the “Screening attempts overview” box at the bottom of the contact sheet. The SMI will also track your attempts by time slot and let you know when you reach the maximum.

You may make more than 8 attempts during Phase I. Sometimes it will make sense to make more than two attempts in a time slot because you are in the neighborhood anyway and you might find someone at home. However, you should focus on filling 2 attempts in each of the 4 time slots. Remember these rules:

- You can make more than two attempts in a time slot, and it makes sense to do this if you are in the neighborhood, but you cannot make less than two attempts in any time slot.
- If you make two attempts at an address on the same day, they both count toward the total of 8 attempts only if they are in different time slots (day and evening) and at least 2 hours apart.

When 8 attempts have been made, the SMI will automatically assign a status of “Effort ended-Phase I” and you will send the contact sheet back to the SOC. All cases that are not contacted in Phase I will be eligible for Phase II.

## Contact Attempt Requirements / Phase II

Cases that are retired from Phase I after 8 attempts will be eligible for Phase II. These cases are “hard to reach” – the residents may work odd hours or several jobs, they may have been out of town during Phase I, or maybe they have very busy schedules away from home.

Periodically, Mathematica’s sampling statistician will sample cases that were retired from Phase I and we will send these cases back to the field to be worked up to a total of 18 attempts (10 more attempts). The contact sheets will be returned to the original field interviewer (when possible), reprinted on blue paper with all the comments that you entered in the SMI. These cases will reappear in the SMI system that you will use to track attempts.

Contact sheets printed on blue paper will be worked up to a total of 18 attempts, as shown below. The SMI will help you track attempts in these time slots.

Time Slot	Min # Attempts Phase I	Min # Attempts Phase II	Min # Attempts Total
Weekday, daytime (9am – 4pm)	2	2	4
Weekday, evening (4pm – 9 pm)	2	2	4
Weekend, daytime (9am – 4pm)	2	3	5
Weekend, evening (4pm – 9 pm)	2	3	5
<b>Total</b>	<b>8</b>	<b>10</b>	<b>18</b>

## Door Knocker

Follow instructions on the contact sheet for leaving door knockers. Door knockers contain space for you to write your name and phone number (study cell phone) so that residents of sample addresses can call you to contact them at a convenient time. You should leave a door knocker as instructed on the contact sheet:

- After your first attempt if no one is home
- After your fifth attempt
- After your first attempt after the address is reactivated for Phase II
- And, at your discretion

## C. Conducting the Screener

The household screener is a paper instrument that should take less than 10 minutes to administer for each household. The Screener is included in Appendix B. Since the screener is conducted on paper, you will have to follow the skip and interviewer check box instructions carefully to move through it properly.

**Screeners can be completed by any adult (18 or older) household member.**

The screener questions help us determine whether a household is **eligible** to participate in the National Food Study. The study must include a mix of households with different incomes. We need to interview (screen) the household to learn more about their income level. If a household is eligible, the screener prompts you (based on skip patterns) to invite the respondent to take part in the study.

### Completed screeners are critical to the success of the study!

Even if a household does not wish to participate in the study, one of your most important responsibilities is to encourage them to complete the screening interview. Completed screeners are needed to determine the percentage of households that are eligible, and the percentage of eligible households that agree to participate. This information is used by our statisticians to construct sampling weights for the study.

The screening interview follows these steps:

1. Introduction
2. Verify address
3. Obtain household information to determine eligibility

If eligible,

1. Identify the main food shopper or meal planner
2. Obtain additional contact information for the food shopper or meal planner
3. Invite food shopper/meal planner to participate in the study
4. If eligible and does not agree to participate, ask questions on the back page about food shopping and household demographics

### Using Information from Contact Sheets in the Screener

When you make contact with an adult at a sample address, you will use a blank screener on your clip board so you can write while standing at their doorstep (if needed). There are two key pieces of information you will need to transfer from the contact sheet to your blank screener form. Table III.1 lists items to transfer, where to place the information, and when to transfer the information.

**Table III.1. Information to Copy from Contact Sheet to Screener**

Item to Fill	Where to Fill	When to Fill
Quota Group	Page 4 / check boxes for open quota groups	When you get to Page 4
MPRID	Page 1 / Top left corner "Case ID"	After screener is completed

It may take several visits to a sample address before you find someone at home. Therefore, we do not advise pre-filling the screener forms with information from contact sheets.

### Understanding Quota Groups

As discussed earlier, the National Food Study must obtain a target number of completes with four quota groups:

- Quota group A – Income below 100% of the poverty level and not receiving SNAP
- Quota group B – Income between 100-185% of the poverty level and not receiving SNAP
- Quota group C – Income above 185% of the poverty level and not receiving SNAP
- Quota group D – Households receiving SNAP benefits<sup>2</sup>

Every household that you screen is in at least one of these four groups. When you screen households you will ask questions about household income and SNAP participation to determine which group they are in. If the household is in group B and the contact sheet lists B as an open quota group, then the household is eligible for the survey. If the household is in group B and the contact sheet does not list B as an open quota group, the household is not eligible for the survey.

Contact sheets are randomly assigned to different open quota groups to ensure that we collect data from households in all four groups in all regions of the country. Open quota groups may change with every batch of contact sheets and may vary within the same batch. This is because we need to include all quota groups in the survey during each month that we are in the field. We will close some quota groups for some batches of contact sheets so that we do not hit our target number of completes before the end of the field period.

### Advance Notice, Initial Contact, and \$5 Incentive for Screening

Mathematica will send postcards to sample addresses. We will time the mailing so that households receive the postcard a few days before contact sheets are sent to the field. The postcards contain information about the study and notify households that they will be contacted by a field interviewer.

Despite the advance notice, you will essentially make “cold calls” to each address. No one really likes to receive a cold call. Two important ways to make a cold call more successful are:

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<sup>2</sup> SNAP is the Supplemental Nutrition Assistance Program, formerly known as Food Stamps. The program is known by different names in different States.

1. Respect the respondent's time
2. Warm them up by offering something

Because we are making cold calls, the study is offering a \$5 unconditional incentive to gain cooperation for screening. Each time that you receive a batch of contact sheets, you will receive a check equal to \$5 for each contact sheet. You will usually receive 20 contact sheets in a batch with a check for \$100. Cash this check at your bank and ask for the total amount in \$5 bills. Store this money in a separate envelope so that you can easily keep track of it and have \$5 available each time you make initial contact with a respondent.

**The \$5 incentive is unconditional!** When an adult respondent comes to the door, introduce yourself, describe the study, and then say:

**Please accept this \$5 as a token of our appreciation for considering this important survey.**

Provide the \$5 immediately. This incentive is designed to avert refusals. You will have \$5 for each contact sheet and you cannot provide more than \$5 per sample address. SOC workers will validate a sample of screeners by contacting households to determine if they were contacted for the study, and whether they received the \$5 cash incentive.

### Administering the Screener

The screening interview is **conducted on paper**, so be sure to read all appropriate materials carefully, follow all skip instructions, and complete all interviewer checks. In addition, there are a few general things to remember:

- You will need to refer to the contact sheet to confirm address information and identify the open quota groups.
- If the household is eligible, at the end of the screener you will explain the full study and recruit the household to participate.
- Remember to put the final status code for the screener on the contact sheet.

### Outcomes of Screening

For households that agree to answer the screening questions, there will be four possible outcomes:

1. **Household is not eligible because they do not live at the address year-round** – you will complete the screener through question 6, then thank the respondent for his / her time
2. **Household is not eligible because they are in a closed quota group** – you will complete the screener through question 11, then skip to the “Not eligible section” and thank the respondent for his / her time

3. **Household is eligible for the survey and agrees to participate** – you will complete the screener through question 21, where you ask the respondent if they have time to discuss the study and begin participation.
4. **Household is eligible for the survey and does not agree to participate** – at the point where they decline participation (question 21), you will ask them to answer just five additional questions (described below) which are located on the back of the screener.

### Questions for Eligible Households that Refuse to Participate

It is your job to encourage eligible households to participate in the study. The addresses that you visit were scientifically selected to represent all households in the United States. The sample will not be nationally representative if a large number of eligible households decline participation.

Nonetheless, some households will say “no.” The section on the back of the screener includes five questions that we will use to see if nonparticipants are different from participants. The section on the back page of the screener should take less than 5 minutes to complete. It includes 3 questions about food shopping and 2 questions about household demographics.

### Concerns from Households Who are Not Eligible

Some households that are not eligible may want to participate because the study offers an attractive incentive. You will invalidate the study if you allow ineligible households to participate! The screener contains a script for you to read when a household is not eligible. It is important to read the script:

- Script for households not eligible because they do not live at the address year-round:  
 “This study only includes people at their permanent residence. Based on your responses, you are not eligible for the study at this time.”

You may explain that if their permanent residence is in a survey area, that address also has a chance of selection. Different addresses are selected during each month of the study.

- Script for households not eligible because they are in a closed quota group:  
 “I’m sorry your household is not eligible for the study. In order to produce a representative sample we only take households with certain characteristics. Based on your responses you are not eligible at this time.”

## D. How to Avoid Refusals

The success of the survey is largely based on our response rate to the screener. Remember that 2012 is an election year. In some parts of the country, campaign workers may be out knocking on doors. If this is true in your area, be sure to let people know right away that you are not a campaign worker. Identify yourself and the study, respect people's time, offer the \$5 incentive in the spirit of generosity, and practice refusal aversion techniques, as described below.

When you first make contact with a household, even if the person is not interested in the study, it is important to determine if they are eligible.

### Focus on the goal!

Screening is not about getting households to complete the full study; it's about getting them to complete the 10-minute screener.

While the screener is brief and we offer a \$5 incentive, people may still refuse. Identifying why a person may refuse will help you in gaining their cooperation. When you first sense a degree of unwillingness, try to identify the reason. Potential reasons and aversion techniques are listed below:

- I'm not interested

Introduce yourself, and explain the purpose of the study. If the person is still not interested, ask if there is someone else at home who does most of the food shopping and may be interested in the study.

- I'm the wrong person to talk to

Ask to speak with the person who does most of the food shopping for the household, or most of the meal planning. That person may not be home, and you should ask when it is a good time to return.

- Cost in time and energy

You may have reached the person at a busy time. For example, contacts at mealtimes or bedtime are likely to be resented. If you make contact at an inconvenient hour, apologize for the intrusion and try to determine when the person is usually at home and not busy. If the person says that he/she is "too busy" or the interview is "too long," stress the importance of the research and the importance that he/she be represented in this research.

- Hostility towards USDA or government surveys in general

If you sense hostility, reiterate the purpose of the survey and the use of the information. You can also say that his/her experiences may get overlooked if he/she decides not to participate in the survey. It is always helpful to preface a rebuttal to a person's objection with a token agreement or understanding of the problem: e.g., "I can understand that", or "You certainly have the right to feel that way."

- Fear of the interviewer or use of the data

If the person seems mistrustful of who you are, remind them of the advance postcard. If he/she is still hesitant, offer the study's toll free number so that he/she can verify the authenticity of the study.

If the subject is fearful of how the data you collect will be used, assure him/her that all answers will be kept private according to federal regulations and will be used for research purposes only. No information that could be used to identify the person will be released or published.

- Subject matter is too personal

The questions asked in the screener include questions about household income that may be considered sensitive. You can alleviate this concern by being non-judgmental. Reading each question in an even-toned manner and not being hesitant yourself can eliminate hesitancy on the part of the respondent

### **Final Tips**

If you find that you are not getting anywhere with a potential respondent, try to end the conversation before you get a final "no." It may be a bad time or a bad day and you or another interviewer may try again on another day. If the person is adamant about his/her refusal, write a detailed comment and discuss the case with your field manager.

During training you will view a video with aversion techniques. This video is on your laptop for reference throughout the field period. You may also review the script for the video, which is included in Appendix G.

## E. Step-by-Step Guide to Screening

The screening activities for the National Food Study may seem overwhelming at first, but they can be broken down into five easy-to-follow steps, described below.

### Step 1: Find the Address

- Make sure you know where you are going. Your sample will be clustered within neighborhoods. MPRIDs are assigned to addresses sequentially within the neighborhood, so for at least the first attempted contacts, you should probably go in the order of the contact sheets. After the first attempts, use the SMI to organize your cases.
- In urban areas, look around the neighborhood for appropriate parking. Find a spot that is central to the addresses you will be visiting.
- Call your field manager if you think you need an escort when working in a neighborhood. At a minimum, be aware of the locations of nearby safe areas (e.g., government buildings, restaurants) and their hours of operations.
- Bring your screening materials.

### Step 2: Review the Contact Sheet

- Before knocking on the door or ringing the doorbell, confirm that you are at the right address, noting any information about the address (like apartment numbers or different spelling).
- The first time that you visit an address, check the adjacent address and determine whether there are any dwellings between the sample address and the adjacent address. In some instances this step may have to be done after you enter the building (e.g., within apartment buildings).

### Step 3: Knock on the Door—Introducing Yourself and the Study

- Make sure your Mathematica ID is visible.
- Introduce yourself and ask to speak with an adult. Explain the purpose of your visit; offer the respondent a brochure; be prepared to answer questions; offer the \$5 incentive.
- Remember, first impressions are hard to change. Being professional and courteous will help avoid refusals.
- Be sure to record the outcome of this attempt (even if you don't speak with anyone) on the contact sheet. Record the date, time, and status code.

### Step 4: Conduct the Screener

- Make sure you are talking with an adult household member. If no adult is available, determine a good time to return.

- If needed, tell the respondent that the screener is brief (only about 10 minutes) and will determine their eligibility for the study.
- Record all answers directly onto the paper Screener.
- There are 4 outcomes from screening:
  1. 021–Eligible and agrees to participate –determine if the respondent has time to continue now, and explain that you will need about an hour total to conduct a second interview and complete the training.
    - If they cannot continue - make an appointment to return.
    - If they can continue - explain that you need to go to your car to pick up the study and training materials and will return in a few moments.
  2. 022–Eligible but refuses to participate – ask the respondent to complete the questions on the back of the screener and thank the respondent for his / her time.
  3. 023–Ineligible (Int Chk 1 & 2) – when the household is ineligible based on quota group, explain that they are not eligible based on our needs and thank the respondent for his / her time.
  4. 024–Ineligible (Q6a) – when the household is ineligible because they do not live at the address year-round, thank them for their time and read the script to explain their ineligibility

For status codes 022, 023, and 024, place the Contact Sheet and Screener in the **Refusals and Ineligibles Envelope**.

<b>Step 5: Enter Data into the SMI and Transmit to Mathematica</b>
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- It is *critical* that you enter information from your contact sheets into the SMI at the end of each day that you spend in the field (this is covered in the section about “Using Your Computer”).
- Check your Mathematica email daily for messages from your field managers.

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## IV. OVERVIEW OF HOUSEHOLD VISITS AND CAPI INTERVIEWS

This chapter provides an overview of two household visits that field interviewers conduct with participating households. The Initial and Final Visits anchor a household’s data collection week. Field Interviewers will conduct a CAPI interview with the primary respondent during each of these visits.

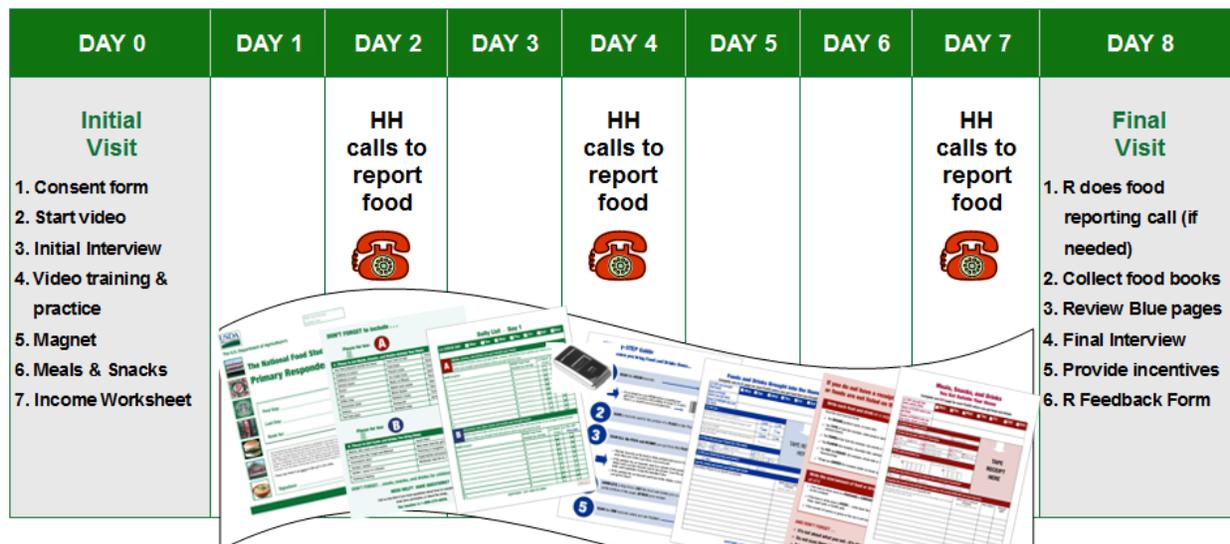
### A. Initial and Final Visits

After you complete the Screener and identify an eligible household, you will invite them to take part in the study. As shown in Figure IV.1, each household is asked to collect data for seven days. Field interviewers conduct a visit before and after the start of the 7-day data collection week:

- **Initial Visit (1 ½ hrs)** – This visit is usually conducted immediately after screening but may also be done by appointment. You begin this visit by obtaining informed consent. Then you use the **household training video** and Field Interviewer Script (Appendix E) to guide you through this visit. You conduct the **Initial Interview** by CAPI, train the household to use the food books, and review additional data collection forms with the respondent.
- **Final Visit (1 hr)** – This visit is conducted by appointment after the end of the household’s food reporting week. During this visit, you may need to ask the respondent to make a food reporting call if they missed a call. Then you collect survey materials, review Blue pages, conduct the **Final Interview** by CAPI, provide household incentives, and ask respondents to complete a feedback form.

Between the Initial and Final Visit, the household tracks their food acquisitions in their food books, and calls the telephone center on Days 2, 5, and 7 to report food acquisitions.

**Figure IV.1. Initial and Final Visits Anchor the Household Data Collection Week**



The Initial and Final Visits are conducted with the primary respondent, who is the food shopper or meal planner for the household. There are two important things to remember about the timing of these visits:

- **Initial Visit** – If a respondent agrees to participate in the study, try to conduct the Initial Visit immediately after screening. Explain that you will return to your car to pick up a **bag of household materials** (food books, consent form) and your laptop. You will then conduct the **Initial Visit**, which takes about 1 and ½ hours. You may make an appointment for the Initial Visit, but you run the risk that the respondent will reconsider their participation, and you may have trouble finding a time that works for both of you.
- **Final Visit** – When possible, make an appointment for the Final Visit during the Initial Visit, and confirm the appointment by phone before you travel to the household for the Final Visit. Final Visits are important for the respondent because they receive their incentives. Final Visits are important for you because you pick up the scanner and can use it for another household.

Generally, you will not contact households during their data collection week except to confirm an appointment for the Final Visit. However, a telephone interviewer may notify you by email if a household is having trouble with food reporting, has a broken scanner, or needs some other help that you can provide during the week. Households may also call you if they want assistance from someone they met in person.

Detailed procedures for the Initial and Final Visits are covered in later chapters. The Initial Visit is more complex, and lasts longer, because it includes training of the primary respondent on how to track food acquisitions in food books. We devote the whole next chapter to food books. The Final Visit goes quicker and respondents are happy to participate in that visit and receive their incentives.

We provide you with a **Field Interviewer Checklist** for these visits so that you do not have to memorize all of the tasks that you need to complete during these visits. The checklist is shown in Chapters V and VI.

## B. Initial Interview

During the Initial Visit, you will ask the primary respondent in each household to complete the Initial Interview. The Initial Interview includes questions about household composition, program participation, and food shopping. This CAPI interview should take about **30 minutes**, but it may be longer or shorter depending on the number of household members.

Because this interview gathers information that feeds into the Final Interview and the Food Reporting System used by telephone interviewers in the SOC, it must be completed before the household can begin its week of data collection activities. The main purpose of the Initial Interview is to correctly identify all persons in the household, identify who should and should not be included in the study, and gather demographic information for each household member.

The questionnaire has three sections:

1. **Section A: Household Roster.** Questions about each member of the household to confirm where the member lives most of the time and to collect basic demographic information including: age, race, education, employment status, marital status, and relationship to our primary respondent.
2. **Section B: Program Participation.** Questions about participation in the Supplemental Nutrition Assistance Program (SNAP; formerly the Food Stamp Program); school meals programs; Women, Infants and Children (WIC) program; and community or other government meals programs.
3. **Section C: Food Shopping.** Questions about where the family usually shops for food, how they get to food stores, and how many times members eat dinner out.

### Initial Interview Question-by-Question Specifications

The Initial Interview contains some terminology that may be difficult for some respondents, and asks about certain programs that might be unfamiliar. We provide question-by-question instructions in Appendix C, with definitions of terms and direction on how to record answers and probe for additional information.

Many questions in the Initial Interview are asked for each household member and will be preloaded with the names you collect in the household roster. Other questions, like those about program participation, are asked only once. It is important to trust CAPI to fill in required information and route you through questions correctly.

## C. Final Interview

In your final visit to the household, you will conduct the Final Interview. This visit is often, but not always, on the day after the last day of the household's data collection week.

The Final Interview contains questions about consumer behavior; knowledge and attitudes concerning diet, health, and nutrition; special dietary needs; household income; household expenses; food security; health status; and previous residences. This CAPI interview should take about **35 minutes**, but it may be longer or shorter depending on the number of household members.

This interview has two topics that some households may find sensitive:

- **Citizenship status.** Please assure respondents that we are asking about citizenship only because it helps indicate their possible eligibility for USDA food assistance programs.
- **Height and weight** of each household member. Since weight is often a sensitive topic respondents will be given the option of recording this in CAPI themselves (procedures on this are covered in the question-by-question specifications).

The questionnaire has nine sections, but most sections are brief:

1. **Section A: Consumer Behavior.** Questions about food shopping and meal preparation.
2. **Section B: Diet, Health, and Nutrition Knowledge and Attitudes.** Questions about the household's diet, knowledge of USDA food guidelines, and use of Nutrient Facts information.
3. **Section C: Special Dietary Needs.** Questions about special diets and food allergies.
4. **Section D: Health Status, Height and Weight.** Questions about overall health status, smoking, height and weight of each household member.
5. **Section E: Food Security.** Questions about food security in the past 30 days.
6. **Section F: Income.** Questions about major categories of household income and non-discretionary spending (e.g., housing, utilities, and medical expenses).<sup>3</sup>
7. **Section G: Expenditures.** Questions about major categories of non-discretionary spending (e.g., housing, utilities, and medical expenses).
8. **Section H: Life Events.** Questions about recent changes in the household size, employment, or financial situation.
9. **Section I: Previous Residence.** Question about how long respondent has lived at current residence, State of prior residence, and citizenship status if they previously resided outside the U.S.

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<sup>3</sup> During the Initial Visit, you will give respondents an Income Worksheet so that they can compile information for Section F in advance of the Final Interview.

## Final Interview Question-by-Question Specifications

The Final Interview uses terms that may be unfamiliar to some respondents. We provide question-by-question instructions in Appendix D, with definitions of terms and directions on how to record answers and probe for additional information.

Some questions are at the person level and will be preloaded with the names of household members you collected in the Initial Interview. Other questions are at the household level and are asked only once. It is important to trust CAPI to fill in required information and route you through questions correctly.

## D. Guidelines for Conducting CAPI Interviews

The Initial and Final Interviews can be conducted in CAPI in English or Spanish. The interview must be conducted on paper in Korean and Vietnamese and entered in CAPI at the end of the day.

The Initial and Final Interviews are programmed in CAPI, so you are not responsible for deciding which questions to ask or which automatic fills are appropriate. Instead, trust CAPI to guide you through the interviews successfully and follow these principles of good interviewing:

- ***Ask questions exactly as worded.*** You must ask questions exactly as worded each and every time you conduct the household interviews. This ensures that all respondents (yours and others') answer the same question, so that the collected data are comparable.
- ***Ask every question.*** Sometimes the answer to a particular question might seem obvious to you, but do not fill in the answer without asking the question. Always read everything exactly as instructed.
- ***Follow edit checks when necessary.*** Soft and hard edit checks may appear when respondents' answers appear inconsistent. Soft edit checks provide text to read to the respondent to confirm his or her response, but allow you to proceed without changing the answer. Hard edit checks are invoked when an answer lies outside the acceptable range. In this instance, you will not be able to move forward until the answer is revised.
- ***Always maintain a friendly, courteous, and professional manner.*** Ask the questions in a friendly but straightforward manner. Do not be apologetic. Sometimes the respondent might feel you don't understand his or her situation (for example, asking employment status of other household members after they voluntarily told you no one in the household is employed). Simply reiterate that you need to ask every question.
- ***Act as though you expect the question to be answered.*** Don't mistake momentary hesitation for reluctance. Remember, you might have conducted this interview many times, but this is the first time the respondent has heard these questions. He or she might need time to think through the question and come up with a response. If the respondent is reluctant in answering, emphasize the value of the survey.
- ***Ask all questions in a neutral tone.*** Do not display surprise, approval, or disapproval at the respondent's replies. Maintain a neutral tone of voice.

- **Probe for specific values.** If the respondent provides a range (e.g., 10-20) as an answer to a question, you should explain to the respondent that you cannot record a range. Work with the respondent to pick one number that they feel comfortable with (such as the midpoint). In all cases, the respondent must affirm that the number is acceptable.
- **Probe “don’t know” responses.** Respondents might say “Don’t know” because they want to gain time to think, want to evade a question, don’t understand the question, or truly do not know the answer. To determine whether the respondent really intends to provide a “Don’t know” response, you may ask respondents if they have any questions or would like the question repeated.
- **Probe misunderstood questions.** Sometimes respondents will misunderstand a question. If this occurs, you should repeat the question as worded and allow the respondent another chance to answer. Make sure you give the respondent enough time to think about a response. If you do not receive an acceptable response you can repeat the question or answer categories, or ask neutral questions, such as “Which answer would you say comes closest?” It is important that your question does not lead the respondent to favor a particular answer.

You will have time to practice each of the National Food Study interviews and use the CAPI system during training. If you have questions or need additional support with any of these concepts during the field period, contact your field manager or field supervisor at the SOC.

## V. FOOD BOOKS

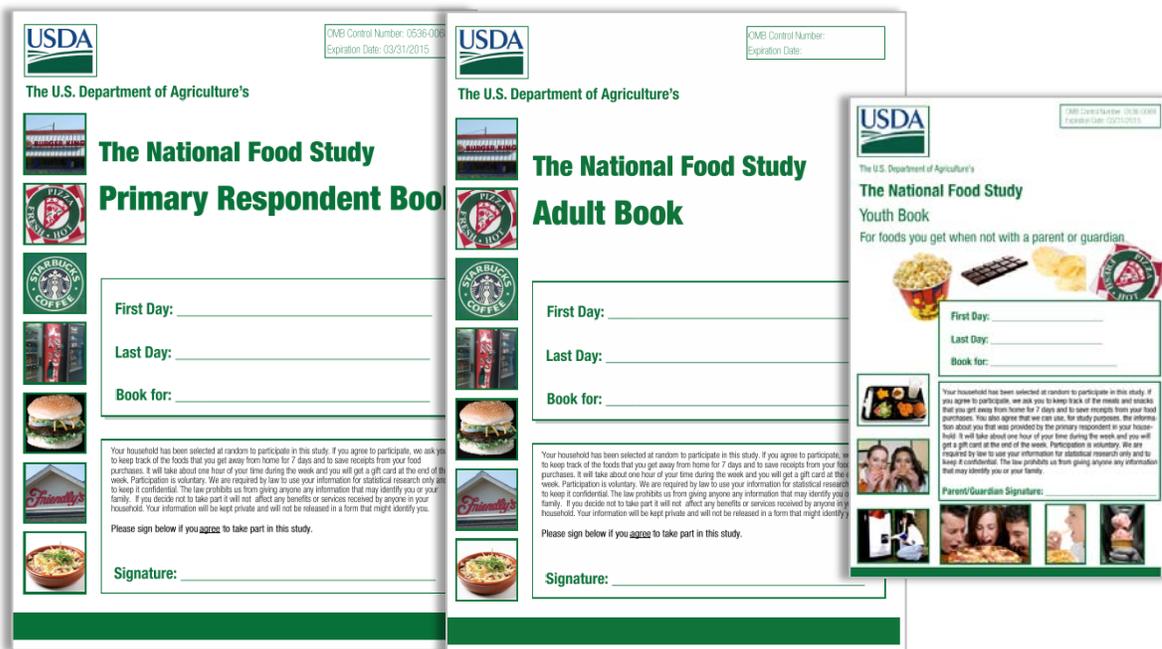
Field interviewers should be familiar with the Primary Respondent Food Book after tracking your own food acquisitions for one week prior to training. Some of you have other household members who also tracked acquisitions in Adult or Youth Food Books. This chapter provides a detailed review of the food books.

We ask respondents to use food books and tell us about the foods they get during the study week. There are three types of food books:

1. **Primary Respondent Book** – every household gets a Primary Respondent Book. The primary respondent will use this book to record their own FAFH (Red pages) and all FAH (Blue pages) for the household.
2. **Adult Food Book** – for adults (age 19 and older) other than the primary respondent to report FAFH (Daily Lists and Red pages)
3. **Youth Food Book** – for youth (aged 11-18) to report FAFH (Red pages)

### What to write in Food Books

- Tell us about new food you get. Don't tell us about food that is already in your home today.
- Tell us what you get, don't tell us what you eat.



## A. Who Completes a Food Book?

The National Food Study is collecting data about **household** food acquisitions. We want to know about foods acquired by **all** members of the household.

We want all household members to participate! We will give a food book to everyone age 11 and older. The household should use **all** of their books, even if one person writes the information in all books.

The primary respondent or any other adult in the household can tell us about food acquired by children under age 11.

**What does it mean to participate?** We need to keep track of “participating” household members because the number and type of gift cards you give out at the end of the week depends on who participated. We know if someone participated if their book was completed, even if someone else in the household wrote the information in the book for them.

The following are examples of participating household members:

- Husband comes home each day, tells his wife where he got food and gives her the receipts. The wife completes his adult food book. The husband is still participating.
- A teenager (age 14) writes her food acquisitions, mainly school lunches, in her youth food book. The teenager is participating.
- Another teenager (age 17) does not complete his book, but tells mom the foods he gets every day and mom writes it in his book. The teenager is still participating.

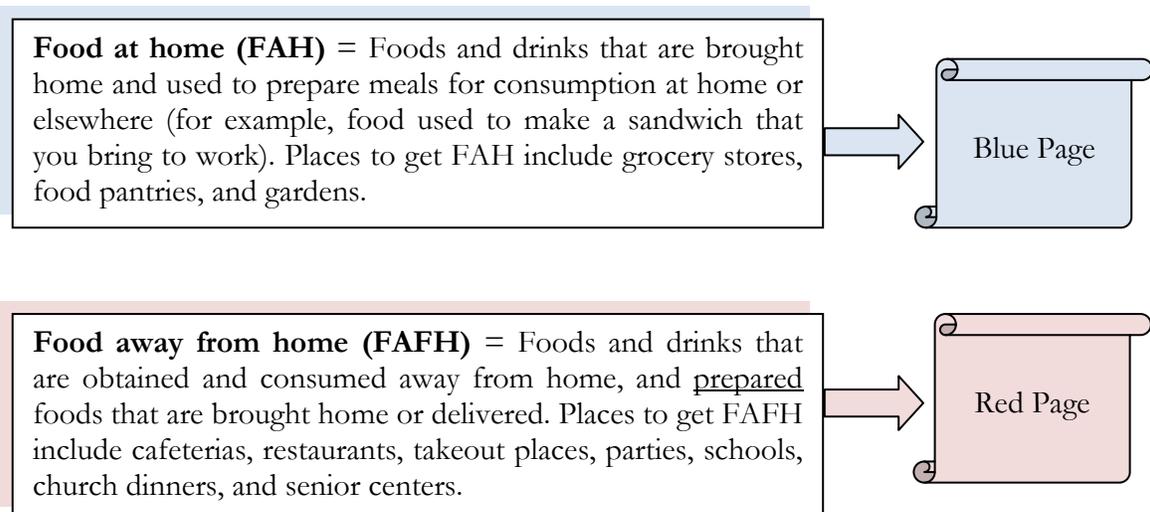
The following are examples of nonparticipating household members:

- A teenager (age 18) refuses to keep a youth book and won't tell anyone in the household about her food acquisitions. When the primary respondent calls the SOC to report the household's food acquisitions, he does not have any information about the teenager's food acquisitions. The teenager is not participating.
- A live-in boyfriend is out of town on a business trip. He decides that he is too busy to keep track of his acquisitions while away. When his girlfriend, the primary respondent, calls the SOC to report food acquisitions, she does not have any information about her boyfriend's acquisitions. The boyfriend is not participating.

Be sure to encourage participation of all household members and completion of all food books so that we get a complete picture of household food acquisitions. Don't forget to remind the main respondent that he/she will get the base incentive, and all other members of the household (age 11 and older) will get a gift card at the end of the week if they participate by reporting their food acquisitions in the Adult and Youth Food Books.

## B. Food at Home and Food Away from Home

Before reviewing the food books, you should become familiar with two key terms that we use throughout the manual. *Food at home* (FAH) and *food away from home* (FAFH) are defined below, and linked to the color pages that respondents will use to report this information.



The National Food Study will collect detailed information about FAH and FAFH that households acquire during the study week. Respondents will report FAH and FAFH on different forms (Blue and Red) and it is essential that you understand these concepts so that you can successfully answer respondents' questions, as needed.

Remember that the National Food Study is *not* a food consumption survey. We do not care about the foods household members consume during the week. They will probably consume most of the FAFH that they acquire during the week, some of the FAH that they acquire during the week, and some FAH that they acquired prior to the survey week. However, we are mainly interested in documenting food *acquisition* activities. (That said, you will see in the next chapter one form that collects information about meals and snacks consumed by each member of the household each day, but no information is collected about what they ate.)

Food books and all other data collection tools are available in four languages: English, Spanish, Korean, and Vietnamese. . The rest of this chapter discusses each part of the food books in detail so that you will be prepared to answer respondents questions about food reporting.

The remainder of this chapter describes each section of Food Books in detail. You may also watch the household training video as a refresher, or review the script of the household training video, which is included in Appendix F.

## C. Primary Respondent Book

Every household gets a Primary Respondent Book. The primary respondent will use this book to complete their Daily Lists, record their own FAFH (Red pages), and record all FAH (Blue pages) for the household. The Primary Book has these components:

- **Daily List** – A Daily List page is provided for each day of the study week. This form provides a summary of the day’s food acquisitions. Every day, the primary respondent uses the Daily List to record all the places where they obtained food on that day. They also record food acquired by children under age 11.
- **Red pages** – Respondents fill out one Red page for each place where they acquired FAFH (such as restaurants and takeout places). Respondents should attach a receipt to the Red page if they paid for the food.
- **Blue pages** – Respondents fill out one Blue page for each place where they acquired FAH (such as supermarkets, farmers’ markets, and food pantries). Respondents should attach a receipt to the Blue page if they paid for the food.
- **Barcode pages** – contain pictures and barcodes for items that may not have a barcode, such as fruits and vegetables or items from bulk bins.

### Primary Respondent Book

All FAH must be recorded in the Primary Respondent Book, even if someone other than the primary respondent acquired the food. This book includes Blue pages and scanner instructions.

The Primary Respondent Book includes a step-by-step guide (shown in next page) with the four key steps for reporting food acquisitions each day: (1) complete a Daily List; (2) complete a Red page for each place listed in Section A of the Daily List; (3) complete a Blue page and scan food for each place listed in Section B of the Daily List; and (4) save all receipts.

### Daily List Pages

Seven Daily List pages are in the front of each Primary Respondent Book, one for each day of the study week. The Daily List is where respondents keep track of all food acquisitions for the day by writing down the names of the places where they got food. You need to stress to respondents that it is **not about the food they eat** each day, it is **about what they GET or ACQUIRE**.

Each of the seven Daily Lists appears on the right-hand side of the book. The left-facing page is a list of places people can get food and drinks, grouped by whether the place should be recorded in the top Section A (FAFH) or the bottom Section B (FAH) of the Daily List.

## HOW to USE This Food Book

Follow these easy **STEPS** every day!

**1**

**COMPLETE** a new Daily List. Write the name of each place where you got food:

- In **Box A**, enter places where you got meals, snacks, and drinks outside your home.
- In **Box B**, enter places where you got foods and drinks to be brought home.

**2**

For each place listed in **Box A** of the Daily List, complete one **red page** in this book.

**3**

For each place listed in **Box B** of the Daily List, complete one **blue page** in the scanner book and scan your foods and drinks.

**4**

**SAVE** your receipts. Attach receipts to the **red** and **blue** pages.

### **DON'T FORGET:**

**CHILDREN UNDER AGE 11** One adult member in the household must use his or her booklet to write down foods for children under age 11. This may include foods from school, child care, friend's homes, and any other places children get food on their own.

**FAMILY MEALS** Each family meal should appear in only one booklet. There is a place to write the names of each person at that meal.

### **We want to hear from you!**

On the back of this book, we've listed days you should call us to report in. Please call by 8 p.m or after your last meal of the day. The toll-free number is **1-866-275-8659**.

The Daily List has five columns: (1) who got the food, (2) the name of the place, (3) the total amount paid, (4) checkbox for free foods, and (5) checkbox reminder to fill out a Red or Blue page. **The key to the Daily List is that we want to know about places,** not specific foods. If someone goes to a place more than once during the day, they should write that place on more than one line and complete a separate Red (or Blue) page for each time they went to the place.

Each completed book should have seven Daily List pages filled in, even if the respondent obtained no food on a given day. In this case, the page would have only the day of the week checked off at the top.

During telephone reporting calls on days 2, 5, and 7, telephone interviewers will ask respondents to read the information on their Daily Lists. If respondents have not completed their Daily Lists, interviewers will attempt to gather the information during the telephone call, asking the respondent to recall the information from memory. This is one reason why we are having frequent telephone calls with the respondents.

**DON'T FORGET to include . . .**

Places for box **A**

A Places to Get Meals, Snacks, and Drinks Outside Your Home		
Any food prepared outside the home	Food court at mall	School store
Cafeteria at school	Food kiosk	Senior center
Cafeteria at work	Friend's home	Snack bar
Catered events	Ice cream truck	Sporting event
Church	Meals on Wheels	Street vendor
Club	Mobile food vendor	Take-out
Coffee shop	Movie theater	Take-out meals from markets
Concession stand	Relative's home	Tavern, bar, pub
Delivery	Restaurant	Vending machines
Fast food place	Sandwich shop	

Places for box **B**

B Places to Get Foods and Drinks You Bring Home	
Supermarket and grocery store	Wholesale club like B.J.'s, Costco, and Sam's
Big box stores like Target and Walmart	Convenience store
Pharmacy or drugstore	Farmers' market
Garden—yours or a friend's	Hunting or fishing
Bakery, deli, meat, or fish market	Liquor store

**DON'T FORGET . . . meals, snacks, and drinks for children under age 11.**

**NEED HELP? HAVE QUESTIONS?**  
Call us any time if you have questions about how to complete pages,  
scan your purchases, or about the study.  
**Our number is 1-866-275-8659.**

**Daily List for Household — Day 1**

(✓) CHECK DAY  Mon  Tue  Wed  Thu  Fri  Sat  Sun

**A** Meals, snacks, and drinks you got outside your home

Write name of PLACE where you got meals, snacks, and drinks from outside your home (include places where you bought food and places where you got food for free)

WHO got the food	NAME of place	ENTER Total Paid (include tax and tip)	(✓) Check if free	(✓) FILL OUT Red page
1.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
2.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
3.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
4.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
5.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
6.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
7.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
8.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
9.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
10.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>

**B** Groceries and other foods and drinks you brought home

Write name of PLACE where you got groceries and other food and drinks to be brought home (include places where you bought food and places where you got food for free)

WHO got the food	NAME of place	ENTER Total Paid (include tax and tip)	(✓) Check if free	(✓) FILL OUT Blue page
1.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
2.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
3.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
4.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
5.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
6.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
7.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
8.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
9.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>
10.		\$ _____	<input type="checkbox"/>	<input type="checkbox"/>

QUESTIONS? Call 1-866-275-8659 Office Use

## Red Pages

Respondents should complete a Red page for FAFH. The main points to remember about Red pages are:

- There should be one Red page for each place listed in Section A of the Daily List.
- Respondents should complete Red pages even if the food was free.
- Respondents should attach the receipt to the Red page if they paid for the food.
- Respondents need to write down the foods they got only if they don't have a receipt or items are not listed on the receipt.
- Each event or trip should be listed in only one book. If multiple household members get food together, they list it in only one book.

Similar to the setup for the Daily Lists, Red pages appear on the right-hand page with reminders on the left-facing page. The top section of the form includes:

- Day of the week. This should match the Daily List for the place reported.
- Name of the place where they obtained the food. This should match “place” on the Daily List for the same day.
- Names of people who ate this meal. This should include people in the household who got this meal or snack. A respondent who writes in non-household members here should also check a box under “Did you buy food for anyone who is not in your household?”
- Check the meal or snack.

The next questions on the form relate to payment: how respondents paid for the food (cash, credit card, and so on); how much in total they paid for the meal or snack; and how much they left as a tip. If a respondent uses more than one form of payment they should check all that apply; for example, some people pay for a meal with a credit card but leave the tip in cash. Likewise, a respondent who did not pay for the food (either it was free or someone else paid for it) should check the “free” category. To the right of this section is the space to tape the receipt for this transaction.

### Receipts are important!

Tell respondents that “receipts will save you a lot of time!”

Receipts have the name of the place, date of purchase, names of purchased food items, and prices. Respondents should attach the itemized receipt that lists the items they purchased, not the credit or debit card receipt which only shows the total dollar amount.



Two situations could generate questions, if not cause problems, for respondents.

- **Multiple people get food together on one receipt, but each pays separately.** The respondent should ask to keep the receipt, and record only the amount he or she paid (which of course won't match the receipt total) and the amount he or she left as a tip. The respondent should also write exactly what food items he or she got or circle them on the receipt.
- **Young children in school or in day care.** Our respondent will need to talk with the child, check the school breakfast/lunch menu, or contact the day care provider to determine what foods the child received (even if the meal or snack was free). The respondent should try to account for all components of the meal (main course, vegetable, starch, milk or other drink, and dessert). Again, we are interested in the foods acquired by (served to) the child, not necessarily what he or she ate. The more detail, the better; but respondents should not guess at portion sizes or amounts.

## Blue Pages

Respondents should complete a **Blue page** for FAH. The main points to remember about Blue pages are:

- There should be one Blue page for each place listed in Section B of the Daily List.
- Respondents should complete Blue pages even if the food was free.
- Respondents should attach the receipt to the Blue page if they paid for the food.
- Respondents need to write down the foods they got only if they cannot scan a barcode for a food item.

Blue pages are only located in the Primary Respondent Book. The layout of the Blue page is similar to that of the Red page, with instructions facing each Blue page. The top section of the form includes:

- **Day of the week** – this should match the Daily List for the place reported
- **Name of the place where they obtained the food** – this should match “place” on the Daily List
- **Name of person who got the food** – this should be the name of the household member who paid for the food or received free food. Sometimes multiple people go to the grocery store together. We just need one name in this box, but more than one name is okay also.

Below that are three “yes/no” questions about using coupons, using a store loyalty (or *frequent-shopper*) card, and saving the receipt.

- **Store or manufacturer's coupons** – these can be pulled off the product; cut from newspapers, magazines, or flyers; or printed from a computer.
- **Store loyalty cards** – these are sometimes called frequent shopper cards. They can be the size of a credit card or key tag. Respondents often refer to these by the store name

(for example, a CVS card). What’s important is that a card was used, not whose card it is.

- **Save receipt** – respondents should indicate (yes or no) that they saved the receipt and taped it to the Blue page. A respondent who did not save the receipt should write the amount paid on the Blue page (this would be “0” for free foods). As with the Red page, saving receipts for the Blue page will make a big difference in the amount of time respondents spend completing forms (and in the quality of information we obtain).

Next, respondents should indicate **how they paid** for the food. They can check more than one box if they used multiple forms of payment; there is a box here for “free” as well. A respondent who paid with a SNAP electronic benefit transfer (EBT) card should indicate the amount charged against the SNAP EBT card (SNAP might have a different name in your state). In addition, if the respondent purchased items using WIC (Women, Infant and Children), we ask them to check the types of foods purchased with WIC.

### STEP-by-STEP Guide

When you bring Food and Drinks Home...

**1** **SCAN the BEGIN barcode** → 

→ If you forgot to scan BEGIN before scanning your groceries, scan here and continue to steps 2, 4 and 5. There's no need to rescan your groceries. → 

**2** **SCAN a barcode next to the picture of a PLACE in the "Places" section**

**3** **SCAN ALL the FOOD and DRINKS you got from this PLACE**

→ Find the barcode on the food or drink product and scan it. If you have more than one of the same item, scan each one.

→ If the product has no barcode, look for a picture of the product in this book and scan the barcode next to the picture. Scan the quantity of fruits and vegetables using the Quantity Codes.

→ If the product has no barcode and it not in this book, set it aside until you get to Step 4.

**4** **COMPLETE a blue page. LIST the food and drinks you could not scan at the bottom of the page. ATTACH your receipt.**

**5** **SCAN the END barcode when you are finished** → 

### Foods and Drinks Brought into the Home

Complete one BLUE page for each PLACE where you got food that you brought home

<input type="checkbox"/> DAY you brought food home	<input type="checkbox"/> Mon	<input type="checkbox"/> Tue	<input type="checkbox"/> Wed	<input type="checkbox"/> Thu	<input type="checkbox"/> Fri	<input type="checkbox"/> Sat	<input type="checkbox"/> Sun
Name of PLACE where you got food:							
Location:							
Name of PERSON who got the food:							
<b>(+) Did you ...</b>							
Use store or manufacturer's coupons?				<input type="checkbox"/> yes <input type="checkbox"/> no			
Use a store loyalty card or a frequent shopper card?				<input type="checkbox"/> yes <input type="checkbox"/> no			
Save your receipt?				<input type="checkbox"/> yes <input type="checkbox"/> no			
Enter total paid including tax and tip				\$ _____			
<b>(-) How did you pay? Check ALL that apply</b>							
<input type="checkbox"/> Cash		<input type="checkbox"/> WIC amount: \$ _____		<input type="checkbox"/> Debit card		<input type="checkbox"/> Credit card	
<input type="checkbox"/> Check		<input type="checkbox"/> SNAP EBT amount: \$ _____		<input type="checkbox"/> TANF EBT		<input type="checkbox"/> Free	
<b>(-) Did you SCAN the food and drinks?</b>							
<input type="checkbox"/> ALL		<input type="checkbox"/> None		<input type="checkbox"/> Some			
<b>List ALL foods and drinks you COULD NOT SCAN</b>							
Description (Please be as specific as possible)	Write size or amount if known (Ounces, grams, lbs, etc.)	How many?					

The next question on the Blue page is “Did you SCAN the foods and drinks?” Respondents should indicate if they scanned all, some, or none of the foods and drinks obtained in the shopping trip.

If a respondent is not able to scan a barcode, he or she must write down the name of the food or drink at the bottom of the Blue page. The descriptions should be as specific as possible, and respondents should include information such as brand name, whether it is sugar-free or diet, the flavor or type (white or wheat bread rather than just bread), and so on. They are also asked to write the size or amount if known and how many of the item they got. We ask that respondents *not* guess at the weight or size, but look at the package for this information.

As noted before, if the respondent makes more than one trip to the same store on the same day, he or she should list the store twice on the Daily List and complete separate Blue pages for each trip.

### **Saving Receipts**

The Red and Blue pages each have a place where respondents can “Tape Receipt Here.” It is important for respondents to save receipts, because it will save them time when they complete the Red and Blue pages, as they won’t have to write down as much information.

Saving receipts is also very important because we will get prices from receipts. We will also use receipts to validate information on the Red and Blue pages (the total paid, the EBT amount, and so on), and verify that the respondent scanned or accounted for all food items. You will provide respondents with tape to attach receipts to Red and Blue pages. In addition, you will review all Blue page receipts at the end of the week, comparing the receipt to the Blue page. If the respondent forgot to write something on the Blue page and the information is on the receipt (such as store name), you will add information to the Blue page (discussed later in this manual).

### **Questions and Answers**

Question-and-answer (Q&A) pages are located at the back of the Primary Respondent Book and color-coded to correspond to sections of the book: green for Daily List questions, red for Red page questions, blue for Blue page and scanner questions. You should study the Q&A and be prepared to answer questions. Telephone interviewers have also been provided with these Q&A so that all field and telephone interviewers provide the same responses to respondent questions.

## D. Scanning Foods Brought into the Home

You will be giving each household a small handheld scanner so respondents can scan the barcodes on the foods and drinks they bring home. Scanning is much quicker than writing down the name of each item. The device is light weight, portable, and easy to use – just “point and click.” The scanner provides both visual and audio cues that an item has been successfully scanned. These cues have been essential in helping respondents’ know items have scanned correctly or not. Respondents do not have to be computer or “tech” savvy to use the scanner and each respondent will practice using the scanner during the practice sections of their training.

To the left of each Blue page is a set of instructions that respondents should follow when they bring food home. The instructions describe the scanning process and when to fill out the Blue page. Respondents should (1) scan the “Begin” code, (2) scan a place code, and (3) scan all the food and drink items obtained on this trip. After scanning, the respondent (4) fills in the Blue page, attaches the receipt, and writes the names of items that could not be scanned. To finish, he or she (5) scans the “End” code at the bottom of the facing page.

We provide an “Oops” code under the “Begin” code. This should be used when a respondent forgets to scan “Begin” and the “Place” code before scanning foods. They can scan “Oops” and then the “Place” code, they do not need to go back and rescan their food items.

### Using the Scanner

On the first page of the scanner instruction section of the Primary Respondent Book is a “How to use the scanner” page that shows the location of the scan button, the undo button (which respondents should use only if they mistakenly scan an item more than once), and a practice barcode at the bottom. The scanner itself is small (about one by two inches) and easy to use. To operate it:

- Hold the scanner about two inches from the barcode and at a slight angle.
- Depress the scan button and point the red laser across the barcode (at a right angle to the vertical lines on the barcode).
- Wait for the beep, which indicates that the barcode has been scanned successfully.



During testing, we found that some respondents had trouble with the scanner, including:

- Not depressing the scan button firmly enough
- Not holding the item two inches from the scanner (could be too close or too far)
- Not holding the item at a slight angle
- Having the barcode covered by some substance (such as ice on a frozen food), which prevents the scanner from reading the code
- Trying to read a damaged barcode (part of the code could be missing, torn off, or covered by writing)

In the first three cases, respondents should be able to get the scanner to work with some assistance and suggestions from you. If the barcode is covered, the respondent might be able to clear the substance off. If a barcode is damaged, there is usually no way to fix it (unless another item in the shopping bag is identical and has a good barcode), and the respondent will have to write down the name of the item on the bottom of the Blue page.

If a respondent reports an equipment failure with the scanner, you should confirm that the scanner does not work. If a respondent reports that their scanner does not beep, ask them to hold down the scan button until it beeps (usually about 10 seconds) and then try again to scan a barcode. This will usually fix the problem. If the problem is not fixed, give them another scanner in your possession. Return the defective scanner to the SOC and provide the MPRID. We need the MPRID for the household because data from previously scanned items will be on the scanner. Note that if a telephone interviewer learns about a defective scanner, you will be asked to go back to the respondent's home with a replacement scanner. Always remember to charge scanners in between households. You don't want a respondent to call about a scanner that doesn't work because it wasn't charged.

As mentioned in the discussion of the Blue pages, we expect respondents to scan food items each time they complete a Blue page. They start the process by scanning the "begin" code on the instruction page facing the Blue page. They next scan the "place" code from the Places page in the Primary Respondent Book. The Places page has pictures and barcodes for 10 different types of places where people may get food:

- |   |   |
|---|---|
| 1. Convenience store, corner store, or bodega | 7. Farmers' market or farm stand  |
| 2. Grocery store or supermarket               | 8. Garden, hunting, and fishing   |
| 3. Big-box or discount store                  | 9. Food bank or food pantry   |
| 4. Liquor or package store                    | 10. Other place (such as bakery, delicatessen (deli), fish or meat market, or any other store not listed) |
| 5. Drug store or pharmacy                     |   |
| 6. Wholesale club                             |   |

"Garden, hunting, and fishing" is included in the list because we want to know if a respondent obtained his or her food in this way. You should remind respondents during the training that we want to know where the food came from, even if they didn't pay for it. The "other place" code is a catch-all for any place not listed on this page. This can range from specialty stores to food from

friends or foods brought home from a church fair, or any other place where respondents obtain food that they can scan.

Instruct respondents to scan the food and drink items. They should *not* scan nonfood items, such as toilet paper, paper towels, or cleaning supplies, or other things such as pet food. The easy rule of thumb is to think about anything you will eat or drink. They are not to scan any medicines or toothpaste, even though these are things that you put in your mouth. In addition, if they bought two or more of the same item, they should scan each one, just like the checkout clerk in a grocery store. If an item is packaged together, such as a six-pack of soda or a case of beer, they should scan the barcode on the case or package only once (the barcode itself tells us that it is a six-pack, and so on).

Most foods and drinks have a barcode, but a few will not, such as some fresh fruits and vegetables, bakery items, meats or fish, or deli foods. Items without barcodes should be set aside, along with items with barcodes that the scanner can't read. After scanning all the items that the scanner can read, respondents can look these up in the Barcode Book.

The picture below (Figure V.1) provides two examples of barcode stickers typically found on produce, in this case, pears. The sticker on the right has a number but no barcode; the sticker on the left has a barcode which can be scanned. When produce does not have a barcode, respondents should look for the item on the barcode pages.

**Figure V.1. Examples of Barcode Stickers on Produce**



## Using the Barcode Pages

The barcode pages in the Primary Respondent Book provide a way for respondents to use the scanner for foods that don't have a barcode, instead of writing down the names of the foods. Scanning is quicker than writing, and when we tested our books, respondents liked this feature. The barcode pages have pictures of foods and a barcode next to each picture.

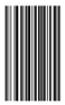
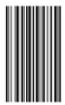
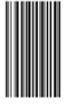
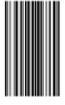
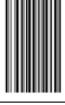
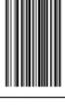
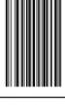
The pages are organized into three sections:

1. Bulk foods
2. Deli items
3. Fruits and vegetables

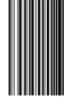
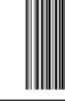
Within each section, foods are arranged alphabetically. Some fruits and vegetables have many varieties (such as peppers or mushrooms), and we grouped these together with a green shaded background to highlight the grouping. The Spanish version of the barcode book includes both the English and the Spanish name for each item. English is above the barcode, and Spanish is above the food item. The Spanish version is alphabetized using the English names.

**Scanning Quantity Codes.** Some fruits and vegetables have the instruction, “scan quantity code,” under the picture of the item (see “carrot” in the picture of the barcode book below). For these foods, respondents should scan the item and if more than one item was purchased scan the barcode again for each item purchase or use the Quantity Card in the back of the Primary Respondent Book to scan a number corresponding to the count of items that they got.

<p><b>FRUITS &amp; VEGETABLES: Carrots – Cherries</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p>Carrot</p>   <p>Scan quantity code</p> </td> <td style="width: 50%; padding: 5px;"> <p>Celery Sticks</p>   </td> </tr> <tr> <td style="padding: 5px;"> <p>Carrots, Baby</p>   </td> <td style="padding: 5px;"> <p>CELESTIAL PICTURE NOT AVAILABLE</p>  <p>Celery, Hearts</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Cauliflower</p>   <p>Scan quantity code</p> </td> <td style="padding: 5px;"> <p>Chard</p>   </td> </tr> <tr> <td style="padding: 5px;"> <p>Celery Root/Celeriac</p>   <p>Scan quantity code</p> </td> <td style="padding: 5px;"> <p>Cherries, Red or black</p>   </td> </tr> <tr> <td style="padding: 5px;"> <p>Celery, Bunch</p>   <p>Scan quantity</p> </td> <td style="padding: 5px;"> <p>Cherries, White</p>   </td> </tr> </table> <p style="text-align: center; font-size: small;">17   Page</p> <p style="text-align: center; font-size: x-small;">Questions? Call us toll-free at 1-866-275-8669</p>	<p>Carrot</p>   <p>Scan quantity code</p>	<p>Celery Sticks</p>  	<p>Carrots, Baby</p>  	<p>CELESTIAL PICTURE NOT AVAILABLE</p>  <p>Celery, Hearts</p>	<p>Cauliflower</p>   <p>Scan quantity code</p>	<p>Chard</p>  	<p>Celery Root/Celeriac</p>   <p>Scan quantity code</p>	<p>Cherries, Red or black</p>  	<p>Celery, Bunch</p>   <p>Scan quantity</p>	<p>Cherries, White</p>  	<p><b>FRUITS &amp; VEGETABLES: Chervil – Corn</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; padding: 5px;"> <p>Chervil</p>   </td> <td style="width: 50%; padding: 5px;"> <p>Cilantro (Chinese Parsley/Coriander)</p>   </td> </tr> <tr> <td style="padding: 5px;"> <p>Chick Peas/ Garbanzo</p>   </td> <td style="padding: 5px;"> <p>Clementine</p>   <p>Scan quantity code</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Chinese Okra, Red, Regular (green)</p>   </td> <td style="padding: 5px;"> <p>Coconut</p>   <p>Scan quantity code</p> </td> </tr> <tr> <td style="padding: 5px;"> <p>Chives</p>   </td> <td style="padding: 5px;"> <p>Collards</p>   </td> </tr> <tr> <td style="padding: 5px;"> <p>Choy Sum/ Pak Choy Sum</p>   </td> <td style="padding: 5px;"> <p>Corn</p>   <p>Scan quantity code</p> </td> </tr> </table> <p style="text-align: center; font-size: small;">18   Page</p> <p style="text-align: center; font-size: x-small;">Questions? Call us toll-free at 1-866-275-8669</p>	<p>Chervil</p>  	<p>Cilantro (Chinese Parsley/Coriander)</p>  	<p>Chick Peas/ Garbanzo</p>  	<p>Clementine</p>   <p>Scan quantity code</p>	<p>Chinese Okra, Red, Regular (green)</p>  	<p>Coconut</p>   <p>Scan quantity code</p>	<p>Chives</p>  	<p>Collards</p>  	<p>Choy Sum/ Pak Choy Sum</p>  	<p>Corn</p>   <p>Scan quantity code</p>
<p>Carrot</p>   <p>Scan quantity code</p>	<p>Celery Sticks</p>  																				
<p>Carrots, Baby</p>  	<p>CELESTIAL PICTURE NOT AVAILABLE</p>  <p>Celery, Hearts</p>																				
<p>Cauliflower</p>   <p>Scan quantity code</p>	<p>Chard</p>  																				
<p>Celery Root/Celeriac</p>   <p>Scan quantity code</p>	<p>Cherries, Red or black</p>  																				
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<p>Chervil</p>  	<p>Cilantro (Chinese Parsley/Coriander)</p>  																				
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<p>Chives</p>  	<p>Collards</p>  																				
<p>Choy Sum/ Pak Choy Sum</p>  	<p>Corn</p>   <p>Scan quantity code</p>																				

Quantity Codes for Fruits & Vegetables		Quantity Codes for Fruits & Vegetables	
Scan a barcode to tell us how many fruits or vegetables you got		Scan a barcode to tell us how many fruits or vegetables you got	
1	One (1) 	Six (6) 	6
2	Two (2) 	Seven (7) 	7
3	Three (3) 	Eight (8) 	8
4	Four (4) 	Nine (9) 	9
5	Five (5) 	Ten (10) 	10
Questions? Call us toll-free at 1-866-275-8659		Questions? Call us toll-free at 1-866-275-8659	

11	Eleven (11) 	Sixteen (16) 	16
12	Twelve (12) 	Seventeen (17) 	17
13	Thirteen (13) 	Eighteen (18) 	18
14	Fourteen (14) 	Nineteen (19) 	19
15	Fifteen (15) 	Twenty (20) 	20
Questions? Call us toll-free at 1-866-275-8659		Questions? Call us toll-free at 1-866-275-8659	

Even with all the pictures and barcodes in this book, there will still be some items that respondents cannot scan, such as bakery items, imported goods, or less common fruits or vegetables. Respondents should list anything that cannot be scanned (either from a label on the product or from the barcode book) at the bottom of the Blue page as described in the section on Blue pages.

After scanning all the items and completing the Blue page, the respondent should then scan the “end” code at the bottom of the blue step-by-step instruction page. This completes the respondent’s work for this shopping trip.

## E. Adult Books

Adult books are for adults in the household who are not the primary respondent. Other adult household members are asked to track their own food acquisitions. The Adult Book contains Daily List pages and Red Pages, just like the Primary Respondent Book.

The Adult Book does not contain Blue Pages. This is because we leave one scanner with each household and we want them to keep the scanner with the book that has Blue Pages. If another household member gets food from a place that they put in Section B of their Daily List, they should scan the foods and complete a Blue Page in the Primary Respondent Book.

We ask the primary respondent to introduce other household members to the study and tell them about the gift card they get for participating. If other adults are home at the time of the Initial Visit, they can participate in the training. Other adults should read the consent paragraph on the front cover of the book and sign the front cover if they agree to participate.

An important message for respondents is that we do not want a single meal to be reporting in multiple books. If a husband and wife go out to dinner, one person should write that meal in their book. This should be easy to remember because they will have only one receipt to attach to one Red page.

## F. Youth Books

Youth books are for children aged 11 to 18. By giving youth their own books, we hope to get a more complete picture of all foods they obtain when they are not with their parent or guardian.

The cover of the youth book includes pictures chosen to be appealing to youth, and the book is small (half the size of the adult book) so it is convenient to carry around. The cover of the Youth Book also includes a consent paragraph, just like the other books. A **parent or guardian should sign the front cover of the book** to indicate that an adult consents to the minor's participation in the study.

The Youth Book includes a brief description of the study and what we ask youth to do. As part of that explanation, we let youths know that they can earn a gift card for completing their book. We hope the gift cards will promote participation among youth.

There are no Daily List pages in Youth Book. This book contains Red pages that are similar to the Red pages in the Adult Book, but with less information required. We do not ask youth if other people ate the meal with them, if they bought food for anyone else, or how they paid for their food.

We ask youth to save receipts. Remember to remind the primary respondent that all receipts are very important! We ask youth to keep receipts from restaurants and stores; we don't expect them to get receipts for food at school. Youth should put the receipts in the **pocket on the inside back cover** of the book rather than on the individual pages as with the adult book.

When you train a respondent who has youth in their household, ask the respondent to explain to you how a youth may complete this form, based on a real-life example for that household member. For example – the youth eats lunch at school from the school cafeteria. This will help the



## VI. INITIAL HOUSEHOLD VISIT

During the Initial Household Visit you will do five things: (1) obtain informed consent; (2) start the household training video; (3) conduct the Initial Interview; (4) restart the training video and pause to complete practice pages in the Primary Food Book; and (5) review additional forms with the primary respondent.

You have two tools to help you with the Initial Visit:

- **Field Interviewer Checklist** – Use this laminated checklist to prepare for and conduct the Initial Visit. The **Green side** provides reminders for the Initial Visit (e.g., consent form, training steps, and materials). Green is for “Go” when you start a household on their data collection week.
- **Field Interviewer Script** – Follow this script during the Initial Visit. You may read the script verbatim. It leads you through every step of the visit.

Use these tools so you do not need to memorize everything and you won’t forget key steps. Keep the Checklist and Script in your laptop bag.

The **Field Interviewer Script** (Appendix E) leads you through every step of the Initial Visit:

- A. Review consent form and obtain consent
- B. Start video and play the introduction to the study, then pause video
- C. Complete Initial Interview in CAPI
- D. Restart video for food book training with pauses for:
  - Daily List practice
  - Red page practice
  - Blue page practice
- E. Review additional data collection forms

The Field Interviewer script includes all of the information that you should say to respondents during the Initial Visit. The script should be read verbatim. Feel free to add to the script, especially for respondents who are having trouble and need additional practice. Use additional examples or practice exercises for the respondent during the practice sections, and be sure to spend as much time as needed to ensure that they understand how to complete the different forms and use the scanner. You should also include other household members if present during training; the more people you train, the better.

It is important that the respondents understand exactly what the data collection week entails when you leave their home.

**NATIONAL FOOD STUDY**  
**Field Interviewer Checklist**

**INITIAL HOUSEHOLD VISIT**

**BRING FOR TRAINING**

- 1) Contact sheet
- 2) Completed Screener
- 3) Blue plastic bag with food reporting materials
- 4) Green tote bag with practice grocery items
- 5) Laptop bag (includes computer, power cord, hand cards for CAPI interviews)
- 6) Scanner (keep in laptop bag)
- 7) Household training DVD (keep in laptop bag)

**DURING TRAINING VISIT**

- 1) Turn on computer
- 2) Follow the Field Interviewer Script
- 3) Scan the "end of training" barcode →



**AFTER LEAVING**

- 1) Return to your car with the blue plastic bag containing:
  - Unused food reporting materials (e.g. adult and youth booklets)
  - Participating Household Envelope (with contact sheet, completed screener, signed consent form)
- 2) Write MPRID on the outside of the plastic bag and store the bag until the final visit
- 3) Update paper contact sheet

**AT HOME**

- 1) Update the SMI
- 2) SYNC with Mathematica to transmit the Initial Household Interview (CAPI)

Following the script, you will start the Initial Visit by turning on your computer so that it can startup while you review the consent form with the respondent.

## A. Obtaining Informed Consent

At the start of the Initial Visit, you must obtain informed consent. Obtaining informed consent from all study participants is an essential component of all high-quality research. It ensures everyone who takes part in the study does so knowing:

- The risks and benefits of participation
- What will be involved and what is expected of them
- How long the data collection activities take to complete (forms, interviews, etc)
- How their information will be used by researchers
- Whether their information will be kept confidential or not

This information is clearly provided in the **Consent Form** that you will review with the respondent. Copies of this form are located in the **plastic bag of household materials** (described in a later chapter).

Remove two copies of the consent form and hand a copy to the respondent. Follow your Field Interviewer Script to review each section of the form. After pointing out the purpose of each section, you will ask the respondent to:

- Read the consent form
- Initial the space indicated to provide approval for their name to be matched with records from the State SNAP Agency (SNAP used to be called Food Stamps). If the respondent does not want to give permission for the record match, they may still participate (and should be encouraged to do so).
- Sign the bottom of the consent form.

Encourage the respondent to ask questions. Some respondents may have vision impairments or difficulty with reading. Follow your script and ask the respondent if they would like you to read the form. This ensures that they receive all of this important information.

After the form is reviewed the respondent should sign (and possibly initial) both copies. Leave one copy with the respondent and store the other copy in the **Participating Household Envelope** for this case. Once the consent form is signed, you can begin the Initial Interview.

## B. Play the Video Introduction to the Study

This study developed a household training video to ensure that all participating households receive the same information about the importance of the study and the same training on how to report food acquisitions during the data collection week. The training video also makes your job much easier! You don't need to memorize a script or worry that you might forget critical information.

After obtaining consent from the household, play the household training video through the end of the introduction. We will equip you with the household training video on a DVD and on your computer. If a household has a DVD player and agrees to use it, you can play the DVD on their television; if they do not have a DVD player, play the video on your computer. Playing the video on the television is a good option when multiple household members are home and participating in training. The television also provides a larger viewing area for older adults or others with vision problems.

## C. Conduct Initial Interview

The video will prompt you to pause and conduct the Initial Interview. The Initial Interview includes questions about household composition, program participation, and food shopping. This CAPI interview should take about **30 minutes**, but it may be longer or shorter depending on the number of household members.

The main purpose of the Initial Interview is to correctly identify all persons in the household, identify who should and should not be included in the study, and gather demographic information for each household member. The Initial Interview must be completed before the household can begin its data collection week because information from this interview feeds into the Food Reporting System that telephone interviewers use when households call to report foods on Days 2, 5, and 7.

The questionnaire has three sections:

4. **Section A: Household Roster.** Questions about each member of the household to confirm where the member lives most of the time and to collect basic demographic information including: age, race, education, employment status, marital status, and relationship to our primary respondent.
5. **Section B: Program Participation.** Questions about participation in the Supplemental Nutrition Assistance Program (SNAP; formerly the Food Stamp Program); school meals programs; Women, Infants and Children (WIC) program; and community or other government meals programs.
3. **Section C: Food Shopping.** Questions about where the family usually shops for food, how they get to food stores, and how many times members eat dinner out.

## D. Household Training Video and Practice

After the CAPI interview, restart the household training video. The video explains how to use the food books to report food acquisitions. It is important for you to pay attention along with the respondent. Provide the Primary Respondent Book so that the respondent can follow along with the video. If the respondent loses their place or seems confused, pause the video and address their questions. You may rewind and replay any section that the respondent would like to see again.

Tell the respondent that you will leave the household training DVD with the household for the data collection week, and let them know that they can view the video on the study website.

The training video will prompt you to pause at three points to practice Daily List pages, Red pages, scanning, and Blue pages. When you pause the video, follow your field interview script which leads you through the practice. These practice sessions are a critical component of the training. They reinforce the information provided in the video so the respondent understands the food book and is confident in their ability to complete the food book after you leave.

### Daily List Practice

The Primary Respondent Book has an extra Daily List page for practice. You will help the respondent complete the practice page during the Initial Visit by asking the respondent to enter places on the Daily List where they recently obtained food. Encourage them to enter something in Sections A and B. Follow the script and provide examples of local places to get food and ask the respondent where they would put the place on the Daily List.

In our testing, we found that using real examples from people's lives helps them make better connections to these materials. It enables them to not just "hear" what to do, but to actually "practice" filling out the forms for themselves, which builds confidence and reduces any anxieties they may have about recording this information after you leave. The practice pages also serve as a reference guide later in the study week.

### Red Page Practice Example

When prompted to pause the video for Red page practice, you will show the respondent the Red page example of a McDonald's meal and receipt. We provide this example because, in our testing, it was difficult for respondents to complete a practice Red page based on a hypothetical example, or from memory without a receipt. Prompt the respondent to complete the page based on the picture of purchased foods and drinks, and the receipt.

After completing the practice page, show the respondent the model Red page with receipt to give them feedback that they completed the page correctly, or to show them how they can improve.

Ask the respondent how they would have completed the page differently if they did not have a receipt. After they respond, show them the model Red page without receipt.

### Blue Page Grocery Trip Practice Example

When prompted to pause the video for Blue page practice, you should show respondents different types of barcodes from your grocery bag and ask them to find items in their kitchen so that they can practice scanning. We encourage respondents and other household members to practice

using the scanner, but instruct them to first scan the **practice barcode**, as all their practice items will be stored on the scanner with the real data for the week.

One of the most essential portions of the training is having the respondent complete a practice grocery trip. After reviewing the Blue page and how to use the scanner, the respondent may feel a sense of information overload. Working through a practice example provides a break from the video lecture format of training and enables the respondent to get hands on experience with this important task.

We have created a standard example that all field interviewers will use with households to fill in their practice Blue page. You will have a separate tote of grocery items to use for the practice example. This grocery tote will contain:

- A receipt from an actual grocery trip (including total paid, payment method, whether a loyalty card was used, and the prices for all the items in the bag)
- Grocery items

The sample groceries provide the following “teachable moments”:

- What to do when the barcode is **damaged** - record the item at the bottom of the Blue page
- What to do with produce items that **don’t have a barcode** (fruit) – look for them in the barcode section of the Primary Respondent Book
- How to indicate the **number of produce items** (3 jalapeno peppers) - use the quantity code barcode
- What to do with **bulk items** that don’t have a barcode (oats) - look for them in the barcode section of the Primary Respondent Book
- What to do with **non-food items** (cat food) – don’t scan them
- What to do with items that do not have a barcode and **are not on the barcode pages** (bakery item) – write them on the bottom of the Blue page
- What to do with **irregularly shaped items** (round or squishy) – point the scanner carefully or try to flatten the barcode

Some respondents may try to look up the bakery item in the barcode pages. This is perfectly acceptable. When they do not find it in the book, or they comment that there is no “bakery” section, you have the opportunity to explain that we could not include all possible foods in the book. They should set aside items that cannot be scanned and, after they complete scanning, they should write all the unscanned items in the bottom section of the Blue page.

After completing the practice page, show the respondent the model Blue page with receipt to give them feedback that they completed the page correctly, or to show them how they can improve.

## Finishing the Training Segment

After training respondents to use food books, follow these steps:

1. **Provide food books** – Leave books for each household member age 11 and older (identified at the end of the Initial Interview).
2. **Fill out the front cover** – Write the name of each household member on a book, or get the primary respondent involved and ask them to fill out the front covers.
3. **Get consent** – Ask the primary respondent to read the consent paragraph on the cover of his/her book and sign the book. The primary respondent should ask other household members to do the same on their books.
4. **Encourage flexibility** – Explain all books should be used. This is because they will not have enough pages if they try to record everything in one book. Household members can help each other to make sure that all foods are recorded in a book.
6. **Practice** – Each book includes **blank practice pages** for you and the respondent to complete together (using real-life examples from the respondent) so the respondent has an example for future reference.
7. **Discourage double-counting** – Be sure that households understand that they should report a food acquisition in only one book. For example, if a family of three goes out to dinner together, this event and all the details should appear in only one book (though it does not matter whose book). They should not write it in more than one book because then we would double-count the food acquisition.
8. **Stress how important it is to save receipts!** Be sure to tell respondents that receipts will save them a lot of time, and receipts provide us with a lot of information. If respondents save receipts for Red pages, they don't have to write down all their food on the bottom of the Red page (just the food and drink not listed on the receipt). Receipts on Blue pages are very important because that is where we get price information.

At the end of the week, you will pick up the books that you left with the household. Be sure to check that all completed books have been signed.

## E. Additional Forms

In this section we tell you about three instruments that you will review with the primary respondent after the end of the household training video. These instruments are the Week-Ahead Magnet, the Meals and Snacks Form, and the Income Worksheet. You will leave these instruments with the primary respondent for the data collection week.

In this section we explain:

- What each form looks like and how it should be completed
- When each form should be completed (and by whom in the household)
- Why the form is included in the data collection procedures for this study

### The Week-Ahead Magnet

The Week Ahead magnet helps respondents remember what will happen during the study week. It shows when the respondent should call Mathematica to report food acquisitions (Days 2, 5, and 7) and when you will return to the household to conduct the Final Interview and provide the incentive check and gift cards.

You should customize the second row of the magnet by writing the weekday (Wed., Thurs., etc.) that corresponds to Day 1, Day 2, and so on for this household. Day 1 should be the day **after** you conduct the Initial Interview, even if there seem to be extenuating circumstances like going away for the day.

If the respondent says that they plan to do their major shopping for the week later that same day, tell him or her that **they should not change their shopping plans because of the survey**, and they should not start recording foods they get until the next day.

Write your name and Mathematica-issued cell-phone number at the bottom of the magnet and instruct the respondent to call you with questions. The toll-free SOC help line number is also printed on the magnet.

Encourage the respondent to put the magnet where it can be seen regularly during their study week, such as on the refrigerator. The magnet gives respondents the big picture of the tasks which lie ahead in the study week.

USDA		<b>National Food Study—The Week Ahead</b>						
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8	
	<b>CALL US</b> ↓ <b>REPORT</b> food info 866-275-8659			<b>CALL US</b> ↓ <b>REPORT</b> food info 866-275-8659		<b>CALL US</b> ↓ <b>REPORT</b> food info 866-275-8659	Interviewer returns at _____ to complete interview and deliver <b>Gift</b>	

**Remember to fill out the Income Worksheet**

**Remember to update your food book, scan your groceries, and save your receipts**

Questions or help, call 1-866-275-8659

Your local contact is:  Telephone:

### Meals and Snacks Form

Households use the Meal and Snacks form to check-off the meals and snacks eaten daily by each household member during the data collection week.

**This is the only form where respondents report information about eating. In the food books, respondents report foods they *acquire*, regardless of whether they *eat* the foods during the study week.**

Encourage respondents to keep this form on their refrigerators using the Week-Ahead Magnet and instruct them to fill out the “Meals and Snacks Form” at the end of each day. To personalize the form for the household, write the days and dates across the top of the form, and household members’ names down the left side. (For example, next to the printed Day 1, you would write in “Mon. 8/2”).

For each day, respondents should check or fill the bubbles next to each meal and snack that each household member ate. If a household member skipped a meal, then the respondent should leave the bubble blank. For snacks, respondents should check the bubble next to the time of day when they ate the snack (morning, afternoon, or evening). There is no need for respondents to specify what they ate, how much, where, or any other details.

Here are the rules for completing the Meal and Snack form:

- Skipped meals – leave the bubbles blank
- Odd mealtimes – see the note on the bottom of the form, “Breakfast, lunch, and dinner can be at any time of the day depending on your schedule”

- What is a snack? – a snack is any food or drink that the respondent consumes between meals. We are interested in whether people have any “AM”, “PM,” or “Evening” snacks. These time periods are defined on the bottom of the form.
- What about more than one snack? – we are interested in whether people eat any snacks in the three time periods specified. If someone has more than one snack between midnight and noon, they fill the “AM snack” bubble.

OMB Control Number: 0536-0068  
Expiration Date: 03/31/2015

## Meals and Snacks We Ate this Week

Check each meal and snack eaten by each person in the household

	Day 1		Day 2		Day 3		Day 4		Day 5		Day 6		Day 7	
	Meals	Snacks												
Person 1	<input type="checkbox"/> Breakfast	<input type="checkbox"/> AM												
	<input type="checkbox"/> Lunch	<input type="checkbox"/> PM												
	<input type="checkbox"/> Dinner	<input type="checkbox"/> Eve												
Person 2	<input type="checkbox"/> Breakfast	<input type="checkbox"/> AM												
	<input type="checkbox"/> Lunch	<input type="checkbox"/> PM												
	<input type="checkbox"/> Dinner	<input type="checkbox"/> Eve												
Person 3	<input type="checkbox"/> Breakfast	<input type="checkbox"/> AM												
	<input type="checkbox"/> Lunch	<input type="checkbox"/> PM												
	<input type="checkbox"/> Dinner	<input type="checkbox"/> Eve												
Person 4	<input type="checkbox"/> Breakfast	<input type="checkbox"/> AM												
	<input type="checkbox"/> Lunch	<input type="checkbox"/> PM												
	<input type="checkbox"/> Dinner	<input type="checkbox"/> Eve												
Person 5	<input type="checkbox"/> Breakfast	<input type="checkbox"/> AM												
	<input type="checkbox"/> Lunch	<input type="checkbox"/> PM												
	<input type="checkbox"/> Dinner	<input type="checkbox"/> Eve												
Person 6	<input type="checkbox"/> Breakfast	<input type="checkbox"/> AM												
	<input type="checkbox"/> Lunch	<input type="checkbox"/> PM												
	<input type="checkbox"/> Dinner	<input type="checkbox"/> Eve												

Breakfast, lunch, and dinner may be at any time of day, depending on your schedule.

- “AM snack” = one or more snacks between midnight and noon
- “PM snack” = one or more snacks between noon and 6pm
- “Eve snack” = one or more snacks between 6pm and midnight

## Income Worksheet

The Income Worksheet is the last form that you give to respondents during the Initial Visit. Explain that we will ask questions about household income during the final interview. These questions will help us understand how much money households have available to spend on food. The worksheet is optional, but completing the worksheet during the study week will help the respondent prepare for the final interview and will make the final interview go faster.

Tell the respondent that we will not collect the worksheet, so they should feel free to write additional notes on the sheet if it will help them during the final interview. Remind the respondent that all information they provide will be kept strictly confidential. The Income Worksheet contains a table for reporting Total Household Gross Income (back page).

The ***Total Household Gross Income*** table is used to provide information about the income of each person living in the household. The respondent should:

- List the name of each person living in the household who receives income (from any source).
- Write the amount of income each person receives from each source in the top row of the table.

A description of each source of income is provided at the bottom of the sheet. It is important to know that we ask for ***Gross Income***. Gross income from work is the income before taxes and other deductions. Gross income is more than take-home pay.

## F. Averting Refusals during the Initial Visit

The Initial Visit may feel overwhelming for some respondents because you are providing them with a lot of information all at once. Be alert for signs that the respondent may refuse to participate in the study and work to put the respondent at ease.

During training you will view a video with aversion techniques for study refusals. This video is on your laptop for reference throughout the field period. You may also review the script for the video, which is included in Appendix H.

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## VII. FINAL HOUSEHOLD VISIT

During the Final Household Visit you will do 5 things: (A) Collect food books, meals and snacks form, and scanner; (B) conduct the Final Interview; (C) review Blue pages; (D) provide incentives; and (E) ask the respondent to complete the Respondent Feedback Form. When you collect food books, check to be sure they are signed.

Use the laminated **Field Interviewer Checklist** to prepare for and conduct the Final Visit. The checklist has two color-coded sides. The **Red side** provides reminders for the Final Visit (e.g., review booklets, provide the Respondent Feedback Form, obtain signatures on the Respondent Payment Form). Red is for “Stop” when a household completes the study and stops participating (see next page).

### A. Collect Food Books, Meals and Snacks Form, Scanner, and DVD

You need to collect the following data collection tools, which were given to the respondent at the beginning of the study week:

- Food Books
- Meals and Snacks Form
- Scanner
- DVD

You do not need to collect the income worksheet (which is only used to help the respondent during the Final Interview) or the calendar magnet.

### B. Conduct Final Interview

The Final Interview contains questions about consumer behavior; knowledge and attitudes concerning diet, health, and nutrition; special dietary needs; household income; food security; health status; and previous residences. This CAPI interview should take about **35 minutes**, but it may be longer or shorter depending on the number of household members.

This interview has one question about citizenship status, which could be sensitive for some households. Please assure respondents that we are asking about citizenship only because it helps indicate their possible eligibility for USDA food assistance programs. We also ask the height and weight of each household member. Since weight is often a sensitive topic respondents will be given the option of recording this in CAPI themselves (procedures on this are covered in the question-by-question specifications).

When you complete a Final Interview, the system will automatically prompt you to plug in the household’s scanner and upload the information stored on the device. You should upload the scanner data at that time. However, if you are unable to upload the scanner data (e.g., the respondent is in a hurry for you to finish up), the scanner interview will remain available in CAPI for you to complete later that day.

## NATIONAL FOOD STUDY Field Interviewer Checklist

### FINAL HOUSEHOLD VISIT

#### BEFORE THE VISIT

- 1) Check for the automated email
  - The automated email indicates:
    - If the respondent needs to complete any food reporting calls
    - The number / dollar value of gift cards for additional household members and the telephone bonus
- 2) Set aside gift cards to bring to the appointment (bring extras)
- 3) Call respondent to confirm the appointment (reschedule if needed)

#### BRING TO THE VISIT

- 1) The household's blue plastic bag
- 2) Household's base incentive check and gift cards
- 3) Laptop bag (includes computer, power cord, USB cord for scanner, hand cards for CAPI interviews)

#### DURING THE VISIT

- 1) If needed, have respondent call to complete missed food reporting calls (offer cell phone if necessary)
- 2) Collect all food reporting materials (food books, scanner, and Meals and Snacks Form)
- 3) Collect household training DVD (store this in laptop bag)
- 4) Check for consent on front covers of food books
- 5) Review all blue pages. If the following are missing, copy from receipt or ask respondent:
  - Name of place
  - Location of place
  - Day of acquisition
  - Total amount paid
  - Names of items (if receipt does not include any item names but says something like "GROCERY")
- 6) Conduct Final Household Interview (CAPI)
  - Upload scanner data when prompted
- 7) Distribute incentive payments and complete the Respondent Payment Form (keep signed copy for our records)
- 8) Ask respondent to complete the Respondent Feedback Form

#### AT HOME

- 1) SYNC with Mathematica to transmit the Final Household Interview (CAPI) and scanner data
- 2) Prep materials for return mailing to Mathematica
- 3) Recharge scanner before next use

## C. Review Blue Pages During the Final Visit

The checklist for the Final Household Visit includes a review of Blue pages. You do not need to review Red pages because respondents report Red pages in their food reporting calls. Blue pages must be reviewed in person so that you can ask the respondent about missing information. On average, households have 3 or 4 Blue pages.

Your job is to look for missing information on the Blue page and fill in the information from the receipt or by asking the respondent. Key information includes:

- Name of place where they got food
- Location of place where they got food
- Date of purchase
- Total amount paid

If this information is missing from the Blue page and it is on the receipt, copy the information from the receipt to the Blue page. If the information is not on the receipt, or the receipt is missing, ask the respondent for the information.

You must also review the receipt to make sure that every receipt includes the name of the place and the date. If the receipt is missing this information, and it gets separated from the Blue page, we won't be able to match it up with the Blue page.

We will get prices from the receipts so you must review the receipt to see if it contains the names of items purchased. Supermarket receipts always have item names (abbreviations are fine). But some receipts may say "Grocery \$2.00" without indicating the name of the item – in this case, ask the respondent what they bought and write it on the receipt.

If the receipt is damaged or illegible, you will ask the respondent for information and write it on the receipt. The purpose of this review is to make sure that we match the receipt with the correct data on the scanner and with the correct Blue page.

## D. Respondent Payment Form and Distribution of Incentives

As noted, this study provides three types of incentives:

- The primary food shopper in the household, who completes the two (2) interviews and keeps track of food, will receive a base incentive check (\$100) at the end of the week after returning the scanner and food books.
- The primary food shopper will also receive up to **three \$10 gift cards**, one for each time he or she calls to report food acquisitions during the week.
- Other household members will receive a gift card if they keep track of the foods they get: children age 11 to 14 will receive a **\$10 gift card** and persons age 15 and older will get a **\$20 gift card**.

At the start of the study you will receive an inventory of \$20 gift cards and \$10 gift cards to distribute to respondents. Before your final visit with a household you will receive an automated

email telling you the number and types of gift cards to distribute to the household (bring extra cards in case you discover during the Final Visit that additional cards should be distributed).

You will need to complete the Respondent Payment form when you distribute the incentives. Fill in the required details on both copies of the Respondent Payment form, indicating the amount of the base incentive check (\$100) and the actual number of \$10 and \$20 gift cards given to the household. Both you and the main respondent should sign the Respondent Payment Forms. Leave one copy of the form with the respondent and return the other copy to the SOC. The SMI will track your inventory of gift cards and the SOC will replenish your inventory when it runs low.

(ORIGINAL)

06687-153 **NATIONAL FOOD STUDY** MPRID #:

Thank you for taking part in the National Food Study. For completing this research study for Mathematica Policy Research,

I, \_\_\_\_\_, acknowledge that I received the following:  
Respondent's Name

\$100 check for my participation

# \_\_\_\_\_ gift card(s) for household members age 15 and up  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_

# \_\_\_\_\_ gift card(s) for household members age 11-14  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_

# \_\_\_\_\_ \$10 gift card(s) for call in bonuses (up to 3)  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

from \_\_\_\_\_, on \_\_\_\_\_.  
Interviewer's Name Date of Interview

\_\_\_\_\_  
Respondent's Signature

\_\_\_\_\_  
Interviewer's Signature

---

(OFFICE COPY)

06687-153 **NATIONAL FOOD STUDY** MPRID #:

Thank you for taking part in the National Food Study. For completing this research study for Mathematica Policy Research,

I, \_\_\_\_\_, acknowledge that I received the following:  
Respondent's Name

\$100 check for my participation

# \_\_\_\_\_ gift card(s) for household members age 15 and up  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_

# \_\_\_\_\_ gift card(s) for household members age 11-14  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_ (4) \_\_\_\_\_

# \_\_\_\_\_ \$10 gift card(s) for call in bonuses (up to 3)  
(1) \_\_\_\_\_ (2) \_\_\_\_\_ (3) \_\_\_\_\_

from \_\_\_\_\_, on \_\_\_\_\_.  
Interviewer's Name Date of Interview

\_\_\_\_\_  
Respondent's Signature

\_\_\_\_\_  
Interviewer's Signature

## E. Respondent Feedback Form

At the end of your Final Household Visit (after distributing the thank you check and gift cards), you should ask the respondent to complete the Respondent Feedback form. Explain that the people running the study want to better understand how people’s behaviors might have changed during the week they participated in this study. Let them know it is only 4 questions, stress the importance of being honest and that you won’t see what they say. They should seal the completed Respondent Feedback form in the envelope provided. Insert the sealed envelope in the Participating Household Envelope for return to the SOC.

# MATHEMATICA

Policy Research, Inc.

OMB: 0536-0066  
 Expiration Date: 12/31/2011

### National Food Study

Mathematica Policy Research – Respondent Feedback Form

Please tell us about your experience with the National Food Study. Your honest feedback is important to us and will help us improve the study for others.

- 1. How often did you complete the Meals and Snacks form? (Check one)**

1 Everyday  
 2 More than once but not every day  
 3 Once before the end of the week  
 4 Once at the end of the week  
 5 Did not complete at all
- On a scale from 1 to 5, where 1 is “very easy” and a 5 is “very difficult”, please tell us**

**2. How easy or difficult was it for you to get other household members to take part in the study? (Check one)**

Very Easy	Easy	Neither easy nor difficult	Difficult	Very difficult	Not applicable
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>	6 <input type="checkbox"/>
- 3. How easy or difficult was it to keep track of the foods you got? (Check one)**

Very Easy	Easy	Neither easy nor difficult	Difficult	Very difficult
1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
- 4. During the past week, did you (or other household members) change the way you got food because you were taking part in this study? (Check all that apply)**

1 Ate out more often  
 2 Ate out less often  
 3 Did more food shopping  
 4 Did less food shopping  
 5 Bought a specific item(s) just to be able to scan it  
 6 Avoided specific items so you wouldn't have to scan them  
 7 Other changes – please specify: \_\_\_\_\_  
  
 8 No, did not change

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0536-0066. The time required to complete this information collection is estimated to average 3 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

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## VIII. ORGANIZING MATERIALS

After training you will receive all the materials needed to begin screening, interviewing, and training households. Because there are so many different tasks involved in this study, careful organization of study materials is essential. Materials have been organized for you and you should maintain this organization. The SOC will replenish materials for you throughout the data collection period.

Keep materials organized so that you have the materials that you need for the task at hand and do not intimidate respondents by shuffling through unneeded materials. When you receive replacement materials, organize them in the same way as the materials provided to you during training.

The following sections describe the organization and use of materials.

### Where to Find Materials for Each Interviewing Task

#### Screening

- Messenger bag

#### Initial Visit

- Laptop bag
- Plastic bag of household materials
- Grocery tote

#### Final Visit

- Laptop bag
- Plastic bag of household materials

### A. Screening Materials

The following screening materials are stored in your messenger bag

- Two pens and one Sharpie marker
- Clipboard
- Preprinted contact sheets for each of your cases (attach to clipboard)
- Laminated income hand card for use with the Household Screener (attach to clipboard)
- 10 or more blank Household Screener forms (in folder)
- 10 copies of the study brochure (in folder)
- 1 Refusals and Ineligibles Envelope
- 10 copies of the door knocker
- \$5 bills for the Screener incentive

Before you approach a household, place a blank Household Screener on top of the Contact Sheets that are attached to your clipboard. When you arrive at the address, conduct the screening as described in Chapter III.

If a sample address is ineligible without screening (e.g., vacant, group quarters), put the contact sheet in the Refusals and Ineligibles Envelope.

If a household refuses screening or is ineligible, put the contact sheet and screener for that household inside the **Refusals and Ineligibles Envelope**. Start with an empty envelope when you leave your house each day so that you are not carrying around completed screeners. At the end of the day, empty this envelope and log the cases in the SMI. Then store the materials in a different **Refusals and Ineligibles Envelope** where you collect all materials for the week for mailing to the SOC at the end of the week.

If a household is eligible and agrees to participate, you will need to return to your car to drop off your screening materials and pick up your Initial Visit materials. The contact sheet and screener for that household should be placed in the Participating Household Envelope inside the plastic bag of materials used for the Initial Visit. This plastic bag will eventually contain all the household's complete study materials, and you must bring it with you for the final visit.

## B. Materials for Initial Household Visit

This visit requires your laptop bag, a plastic bag of household materials, and the grocery tote of items for training. We use plastic bags to package the household materials so that you can grab one item (a plastic bag) from your car and know that you have everything you need for the Initial Visit.

You should have three plastic bags in your car when you are in the field.

Plastic bags will be color-coded by language:

- Blue bags – English
- White bags – Spanish
- Red bags – Korean
- Yellow bags – Vietnamese

After the household is deemed eligible and agrees to participate, return to your car, set aside the household's contact sheet and Screener, drop off your other screening materials, and pick-up

1. Plastic bag– insert the household's contact sheet and completed Screener into this bag
2. Tote bag with grocery items for the practice scanning session with respondents
3. Your laptop bag, which should include:
  - Laptop computer and the electrical power cord
  - Scanners and one USB cord
  - Household Training DVDs
  - Two pens and one Sharpie marker
  - Laminated hand cards for the Initial Interview (green) and Final Interview (red)
  - Laminated field interviewer checklist
  - Training script

**Figure VIII.1. Organization of Field Interviewer Materials****Messenger Bag for Screening**

- 2 pens and 1 Sharpie marker
- Clipboard
- Study brochures
- Door knockers
- Screeners
- Screener hand cards
- Contact sheets
- Ineligibles & Refusals Envelope
- \$5 bills for the screener incentive

**Laptop Bag**

- 2 pens
- 1 Sharpie
- Computer and power cord
- Hand cards for CAPI interviews
- Laminated Checklist
- Laminated Training Script
- Scanners and one USB cord
- Household training DVD
- Mathematica cellphone

**Plastic Bag of Household Materials**

For Household:

- Primary Respondent Book
- Adult Food Books (4)
- Youth Books (4)
- Participating Household Envelope
  - Consent form (2)
  - Week-Ahead Magnet
  - Meals and Snacks Form
  - Income Worksheet
  - Respondent Payment Form
  - Respondent Feedback Form & envelope
- Scotch tape & 2 pens

**Grocery Tote**

- Sample grocery items
- Sample receipt

After completing the Initial Interview and the training, leave the materials for the household (see Figure VIII.1, plastic bag) with the primary respondent. Put unused food books back in the plastic bags and put completed forms (contact sheet, screener, copy of consent form) into the Participating Household Envelope, which should go in the plastic bag so that the plastic bag contains:

- **Unused household materials**
  - Adult and Youth Food Books – if fewer than 4 are needed
- **Participating Household Envelope**
  - Contact Sheet
  - Completed Screener
  - Consent Form (keep one signed copy)
  - Respondent payment and Respondent feedback forms

Write the household's MPRID on the plastic bag with your Sharpie marker and store the bag in your car. Then pick up your Screening Materials and resume the screening process with the next sample address. Remember to enter the case status from the screener into the SMI at the end of the day.

### C. Materials for Final Household Visit

Before returning to the household for the final visit you must do two things:

1. Make sure you have the household's base incentive check. The check will be mailed to you from the SOC based on information transmitted from the Initial Interview.
2. Check your email on the morning of the visit. The automated email indicates
  - If the household needs to complete a food reporting call
  - The number and denominations of gift cards to provide for additional household members and/or the telephone bonus

Bring the following items to the household for the final visit:

1. The household's plastic bag, containing the Participating Household Envelope, the household's base incentive check and gift cards
2. Your laptop bag, which should include:
  - Laptop computer and the electrical power cord
  - Scanners and one USB cord
  - Two pens and one Sharpie marker
  - Laminated hand cards for Initial (green) and Final (red) Interviews
  - Training script
  - Extra gift cards for non-participating members who may provide a completed book during final visit

Complete the final visit. Be sure to collect all food books, the scanner, and the training DVD; review Blue pages; complete the Respondent Payment Form; provide the incentives; and ask the respondent to complete the Respondent Feedback Form.

At the end of the Final Visit, you should package all of the household materials in the plastic bag for return to the SOC (you will have extra plastic bags in case the bag needs to be replaced). Insert one signed Respondent Payment Form (the other stays with the respondent) into the Participating Household Envelope with the household's completed materials. Put the food books and the Participating Household Envelope into the plastic bag.

When you return home after completing a final visit, use your computer to log the case in the SMI and SYNC to transmit the Final Interview and the scanner data. If you did not upload the scanner data to your computer while in the respondent's home, be sure to do it now, and then SYNC. Leave the scanner plugged into your computer until it is fully charged, and then it is ready for reuse. Next, indicate on the front of the Participating Household Envelope the items that are enclosed. Return the plastic bag with the household's completed materials to the SOC in your weekly shipment. The SOC will ship replacement materials to you as your inventory is depleted.

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## IX. USING YOUR COMPUTER

This chapter describes the computer you will use for the study, how to login to the computer, how to connect to the Internet, and how to use the following programs:

1. **Sample Management Interface (SMI)** – The SMI is an online system that works in your web browser. You will use the SMI to log all of your attempts to contact households for screening, and all of your attempts to contact households to keep appointments for interviews. You must be connected to the Internet to use the SMI.
2. **CAPI** – CAPI is used to complete interviews. The CPI Launch Screen contains the list of cases available for CAPI interviews. After you select a case from the CAPI Launch Screen list (and enter the correct security code), and click “Interview,” the CAPI interview will open. You do not need to be connected to the Internet to use CAPI. See Appendix A for more information about this system.
3. **Electronic Timesheet (ET)** – ET is the electronic timesheet system that you will use to report your hours worked and travel expenses.

### A. Computer Equipment

At training you will receive:

- Dell D630 Latitude laptop computer
- Phone cord to connect the laptop’s modem to a phone jack
- Cable to connect to the internet via broadband (internet connection from your cable company)
- Power cord (with AC adaptor) to connect the computer to a power supply
- Carrying case

The laptop may only be used for this study. You are not allowed to install any additional software on the computer. Doing so could interfere with the software used to carry out the household interviews. If your computer is lost or stolen, contact your field manager immediately. You may be required to complete a police report if the computer is stolen.

#### Power On and Off

Turn on the computer by pressing the large round power button above the keyboard. This button is only used to turn the computer on and *should not be used to turn it off*.

Turn off the computer by clicking on the “Close” button in the upper-left corner of the CAPI screen.

- The CAPI Launch screen will appear – click “Yes”
- The Shutdown or re-launch window will appear – click “Yes”
- The Windows shutdown process will proceed.

If you accidentally turn the computer off using the power button, the computer will enter “hibernation” mode. This will take several minutes, and you should not close your laptop cover until the computer has completely shut down. The next time you press the power button, the computer will awake, restore the data, and enter MOBI.

## Battery

The computer has an internal battery but, whenever possible, you should plug the computer in during use. If you need to use battery power, monitor the battery life and be sure to recharge the battery afterwards. The battery indicator light is at the lower-right corner of the computer screen. If the computer is connected to an electrical outlet, the light operates as follows:

- Solid green indicates the battery is charging
- Flashing green indicates the battery is almost fully charged

If the computer is running on a battery, the light operates as follows:

- No light indicates the battery is adequately charged
- Flashing orange indicates low battery
- Solid orange indicates the battery charge is critically low

## Technical Support Contacts

Don't panic if you encounter computer problems. The following page lists common problems and provides information on how to solve them. If you are unable to find a solution in the Trouble Shooting box call your field manager. If your field manager cannot solve the problem, he or she will have you call the Computer Help Desk. The Computer Help Desk is staffed the same hours as the SOC (Monday–Thursday: 9 A.M.–midnight; Friday: 9 A.M.–10 P.M.; Saturday: 9 A.M.–8 P.M.; Sunday: 1 P.M.–9 P.M. EST). If all else fails, your field manager will help you to FedEx the laptop back to the central office for repair and will get you another computer.

**First:  
Call Your Field Manager**

**If you are still unable to resolve the issue:  
Computer Help Desk  
1-866-878-7512**

### Trouble Shooting Computer Problems

**Your password does not work.** Chances are this happened because the Num Lock or the Caps Lock is on. Check the indicator lights with the little locks pictured beside them. Is an indicator light on? Which one? Turn off the locked button.

**You get a low battery warning** (battery indicator is flashing or solid orange). This should not happen if you keep the laptop plugged in at night and whenever you use it. In our experience, respondents very rarely object to an interviewer plugging in the laptop. If you are working without electricity and the battery indicator begins to flash orange, immediately plug the laptop into a power socket. Before you begin an interview, check the battery indicator (see instructions above regarding battery indicator light) to be sure your battery is fully charged.

**You are idle for some time and your computer goes into lock mode.** When you have not been active on your computer for several minutes, your computer will go into lock mode. A black screen will appear with a SafeBoot icon moving across the screen. Simultaneously press Ctrl + Alt + Del. This will bring up a login screen. Fill in your user name and the password.

**You suddenly find yourself in a different part of the CAPI program or the questionnaire.** This likely happened because you were inadvertently touching the mouse pad. You should avoid resting your thumbs or wrist on or near the mouse pad. If you find yourself in an unexpected section of CAPI, press the ESC (escape) key and then move the cursor back to the option you want to use.

**If you find yourself in the questionnaire by accident,** do not panic and absolutely do not turn off the laptop. Simply continue to a screen where you see “Quick Exit” as an option. When you choose “Quick Exit,” CAPI will suspend the case and direct you back to the CAPI Launch screen. You will be able to access and complete the case later.

**What if your laptop “locks up?”** Locking up means that the screen freezes and the touch pad is unresponsive. This should be a rare occurrence. If this does occur, first allow the computer to sit for a minute. Sometimes, the machine is simply “working” and only appears to be frozen and will unlock after a few moments. If this is not the case, press and hold down the “on button” until the laptop powers down. Count to ten and then turn the machine back on. You will receive a message saying that Windows was shut down incorrectly last time and Windows is now cleaning up the hard drive. You will see a white bar across the bottom of the computer screen that moves slowly to the right. This is an indicator that the laptop is working on the clean up. Be patient.

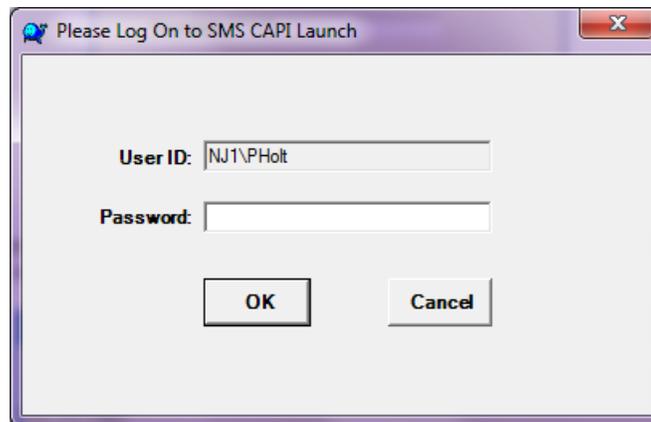
## B. Logging in to the Computer

After you turn on your laptop, you will see the login screen for SafeBoot, which is the encryption software we use to protect the computer from unauthorized access.

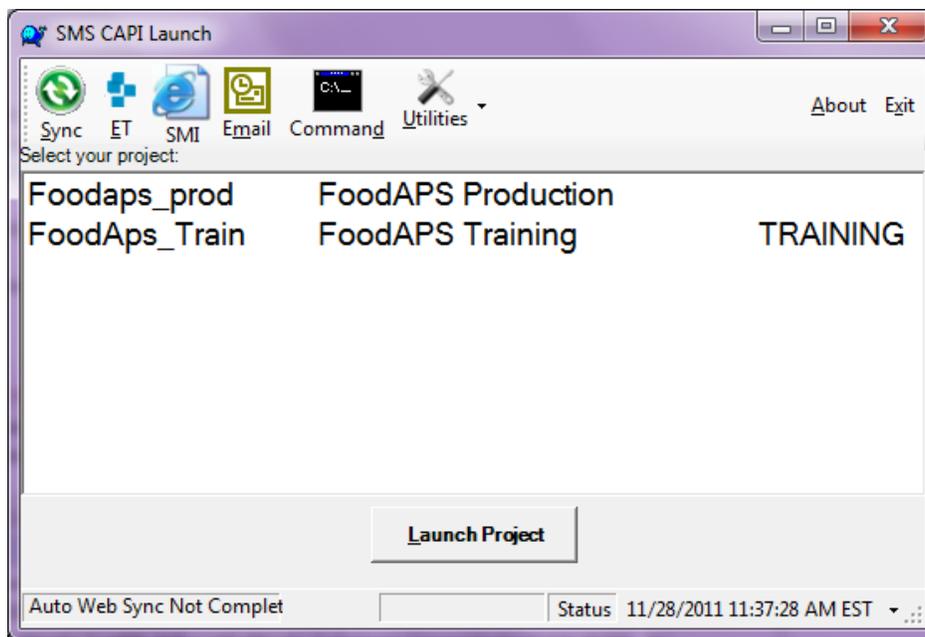
- **Username** will always be “interviewer” and should be pre-filled.
- **Password** will be provided at training. Be sure to enter it precisely, in lower case (make sure the Caps Lock key on the left-hand side of keyboard is not engaged). Please memorize your password, and never write it down where it is accessible to others.
- Click “OK” to continue.



Next you will be prompted to login to the SMS CAPI Launch. Your username will be automatically filled with the username you used to login to the computer, and you cannot edit your username on this screen.



Once you are logged in, you will see the main CAPI launch screen for launching programs:



The top menu has four links that you will use when you are connected to the Internet:

1. **Sync** – Click this link to send and receive data to/from Mathematica
2. **ET** – Click this link to complete your timesheet and expense report
3. **Email** – This link will open your web-browser to Gmail
4. **SMI** – This link will open your web-browser to the SMI

You must be connected to the Internet to use Sync, ET, Email, and the SMI. The computer will automatically sync (send/receive data) whenever you are connected to the Internet and the progress of “Auto Sync” is shown in the bottom left of the launch screen.

The main window shows two projects: (a) FoodAPS Production and (b) FoodAPS Training. Select “production” or “training” and click “Launch Project” to conduct CAPI interviews. The Training project is used during field interviewer training and practice. The Production project is used during actual data collection. After you leave training you will always select “FoodAPS Production” and click “Launch Project” to begin a CAPI interview. You do not need to be connected to the Internet to conduct CAPI interviews.

## C. Connecting to the Internet and Transmitting Data

For the National Food Study, you will send and receive information electronically to and from Mathematica’s central office. You will use two methods of sending and receiving information over the Internet:

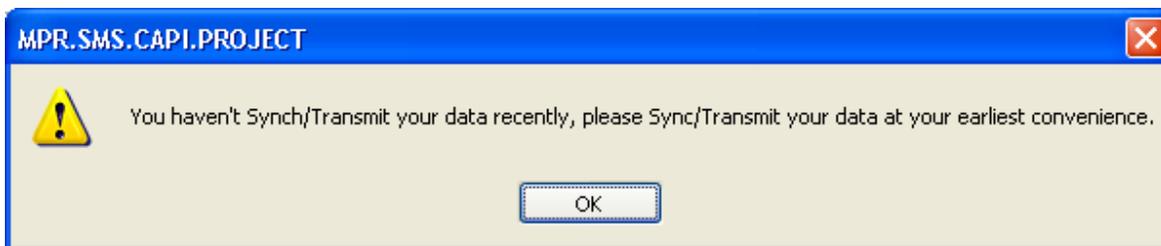
1. **Real time transmission** – When you connect to ET, Email, and the SMI, you will send data over the Internet as you enter it in your web browser. This is just like your personal use of the Internet.
2. **Sync data** – The Sync button is used to send and receive CAPI data. Whenever you collect data through CAPI (including interviews and scanner data) the information is stored on your computer until you send it to Mathematica by Syncing. Whenever you Sync you will also receive information that Mathematica has queued up and waiting to send to you, such as interviews for newly assigned cases and critical computer updates.

It is very important that you send and receive daily. Doing so will ensure that you receive newly assigned or transferred cases and that project management knows the status of all cases and learns about costs in a timely manner.

To send and receive data, you must connect to the Internet by doing the following:

1. Turn on your computer and login
2. Connect to the Internet by phone line or by broadband using the telephone or broadband cable.
3. If you are using a phone line, enter your username preceded by nj1\ (for example, nj1\bsmith) and password, then click “Dial”. If you are using broadband, enter your username (no need to add nj1\ ) and password, then click “OK”.

After you are connected to the Internet, you can click the icons for Sync, ET, Email, or SMI and follow the instructions in the next section. Anytime you connect to the internet your computer will automatically Sync (auto-Sync). If auto-Sync fails, you will receive a message reminding you to Sync.



Remember, you must Sync on every day that you work. If you need to Sync manually follow these steps:

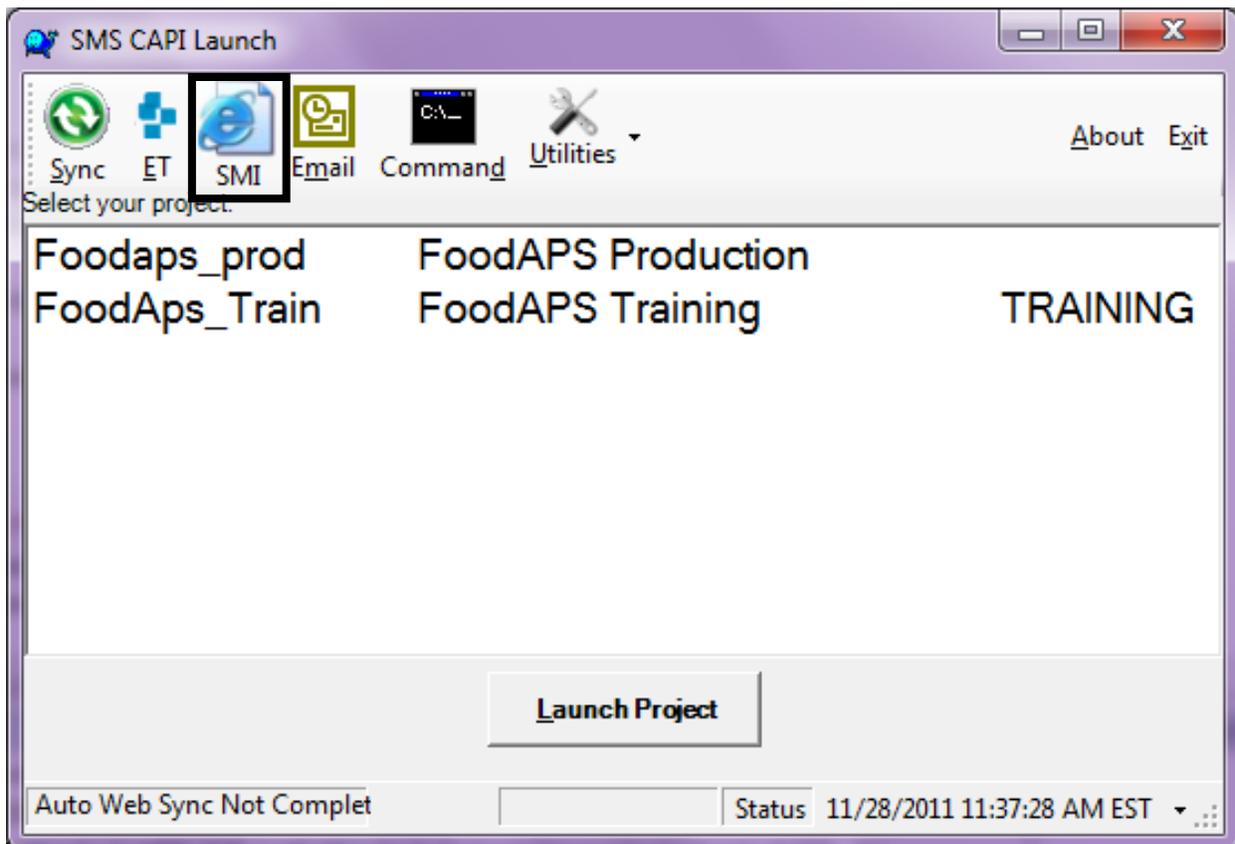
1. Click on the Sync icon.
2. Allow the computer time to send and receive data.

3. After the Sync is complete, you will be prompted to enter your Electronic Timesheet (ET). Answer “yes” to the prompt and complete your ET.
4. After you have completed your ET, close Internet Explorer by pressing Alt-F4 (i.e., hold down the ALT key and press the F4 key).
5. If you are finished working, you can shut down your computer. Leave it plugged in if it needs to recharge.

## D. Using the SMI

This project developed a custom website called the Sample Management Interface (SMI). You will use the SMI to view your assigned cases, organize your work at the start of the day, and log your work at the end of the day. Every day that you work in the field, you must log your efforts in the SMI. The SMI will help you keep track of all screening attempts and appointments for the Initial and Final Interviews. You must be connected to the Internet to log your activity in the SMI. The information that you enter in the SMI is transmitted immediately to Mathematica.

Click the SMI icon on the CAPI launch window to enter the SMI. This link opens your web browser to the SMI home page.



### Summary – Overview of Your Caseload

The Summary page is your SMI “home page.” This is what you see immediately after login. The Summary page has four sections: Screeners, Initial Interviews, Final Interviews, and Screener Completes by Week.

**MATHEMATICA** Sample Management Interface  
 Policy Research, Inc. NHFPAS Data Collection is in: Week #24

Welcome Capi Foodaps1! [My Roles](#)

Summary
Cases
Materials
Mailings to SOC
Reports
News (2)

### Summary

Team: **Broward, FL** Field Interviewer: **Capi Foodaps1** Release: 2

#### Screeners

Case Status	Capi Foodaps1		Broward, FL	
	Total	Percent	Total	Percent
Untouched	13	87%	13	87%
Pending	0	0%	0	0%
Complete	2	13%	2	13%
Refused	0	0%	0	0%
Max Attempts	0	0%	0	0%
<b>Sum</b>	<b>15</b>	<b>100%</b>	<b>15</b>	<b>100%</b>

#### Initial Interviews

Case Status	Capi Foodaps1		Broward, FL	
	Total	Percent	Total	Percent
Pending	0	0%	0	0%
Complete	0	0%	0	0%
Complete, Refused Training	0	0%	0	0%
Refused	0	0%	0	0%
<b>Sum</b>	<b>0</b>	<b>100%</b>	<b>0</b>	<b>100%</b>

#### Final Interviews

Case Status	Capi Foodaps1		Broward, FL	
	Total	Percent	Total	Percent
Pending	0	0%	0	0%
Complete	0	0%	0	0%
Refused	0	0%	0	0%
<b>Sum</b>	<b>0</b>	<b>100%</b>	<b>0</b>	<b>100%</b>

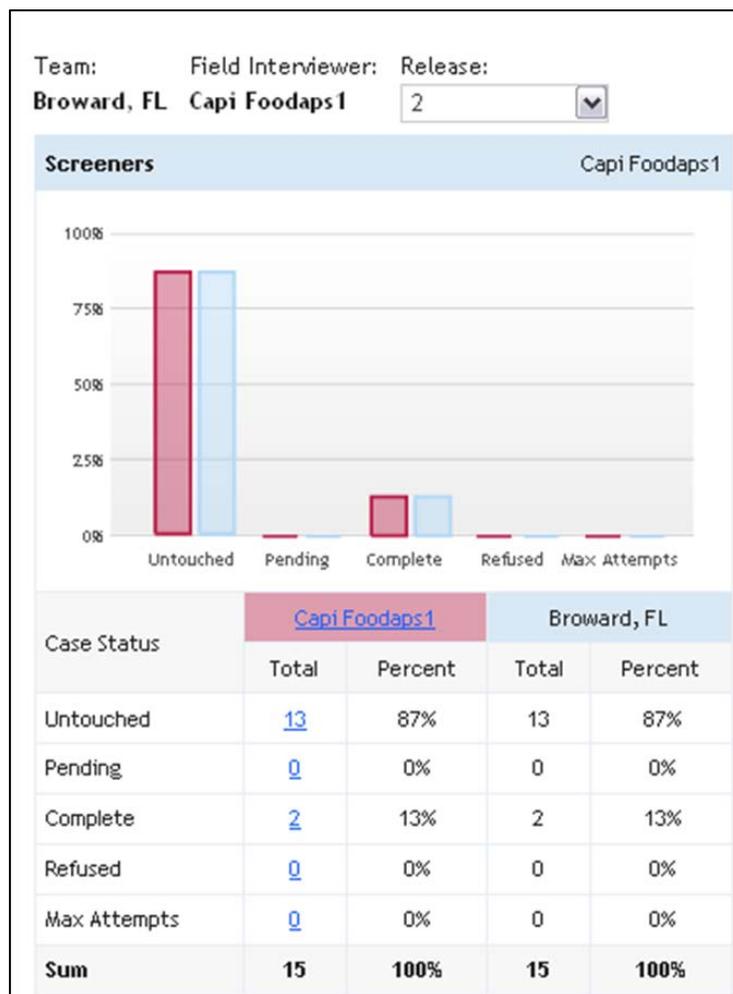
#### Screener Completes By Week

Week	Capi Foodaps1	Broward, FL
	Total	Total
Weeks 1 to 4	0	0
Weeks 5 to 8	0	0
Weeks 9 to 12	0	0
Weeks 13 to 16	0	0
Weeks 17 to 20	0	0
Weeks 21 to 24	2	2

When we release sample, you will receive contact sheets in the mail and you will see a new release in the SMI. The Summary page always shows the latest release, but you can change that and view prior releases or all releases.

The Screener section shows the number of cases assigned to you in the current release, and the number of cases by screener status: untouched, pending, complete, refused, and max attempts. You can see the percentage of cases in each category by looking at the graph or the table. Your cases are shown in red in the graph and your team’s cases are shown in blue.

**Your goal in each release is to reduce the number of untouched and pending cases to zero, and maximize the number of completes.**



The Initial Interview and Final Interview sections are similar to the Screener section. These sections show the count of cases pending, completed, or refusing an Initial or Final Interview.

- Initial Interview section – includes cases that were screened and have a status of “021 Eligible and agrees”
- Final Interview section – includes cases that completed an Initial Interview.

The last box on the summary page shows the count of screeners that you complete in each 4-week period. This section provides a snapshot of your work over time. Click the plus sign to see weekly counts.

The Summary page is important because it gives you and us a snapshot of how things are going with your cases. You can click on the counts on your summary page to open the Cases page and see only those cases. For example, if you click on the count of untouched cases, you will get a list of your untouched cases (MPRID and address) on the Cases page; if you click the count of completed screeners, you will get a list of completed screeners. Alternatively, you can click on the cases tab at the top of the screen and go to the Cases page.

### Cases – List of Cases Assigned to You

The Cases page shows you all of your active cases for the latest release. Active cases are cases that you need to screen, plus cases with a pending Initial or Final Interview. You can view inactive cases and cases from prior releases by selecting these categories in the filters at the top of the page.

Summary
Cases
Materials
Mailings to SOC
Reports
News

## Cases

MPRID/Address/Zip:  Contact Attempts: Any  Active: Yes

Status: Any  Release: 1  Transferred: All  Phase: All

Show Screener Contact Attempts  Show Interview Dates

Legend: Screener Untouched/Pending Initial/Final Pending Inactive Phase II

Page size: 25  Displaying items 1 - 22 of 22

<input type="checkbox"/>	MPRID	Address	AdjAd	Zip	SSU	M-F Day	M-F Eve	Wkn Day	Wkn Eve	Last Status	Last Date
<input type="checkbox"/>	<a href="#">80000509</a>	18876 Taft St Pembroke Pines, FL		33...	Broward #7	0	0	0	0	Screener: 000 - Untouched	02/15
<input type="checkbox"/>	<a href="#">80000499</a>	18874 Taft St Pembroke Pines, FL		33...	Broward #7	0	0	1	0	Initial Interview: 358 - CAPI Complete (SMI Entry)	03/03
<input type="checkbox"/>	<a href="#">80000486</a>	18872 Taft St Pembroke Pines, FL		33...	Broward #7	0	0	0	0	Screener: 000 - Untouched	02/15

If you want to focus on certain types of cases, you can sort or filter:

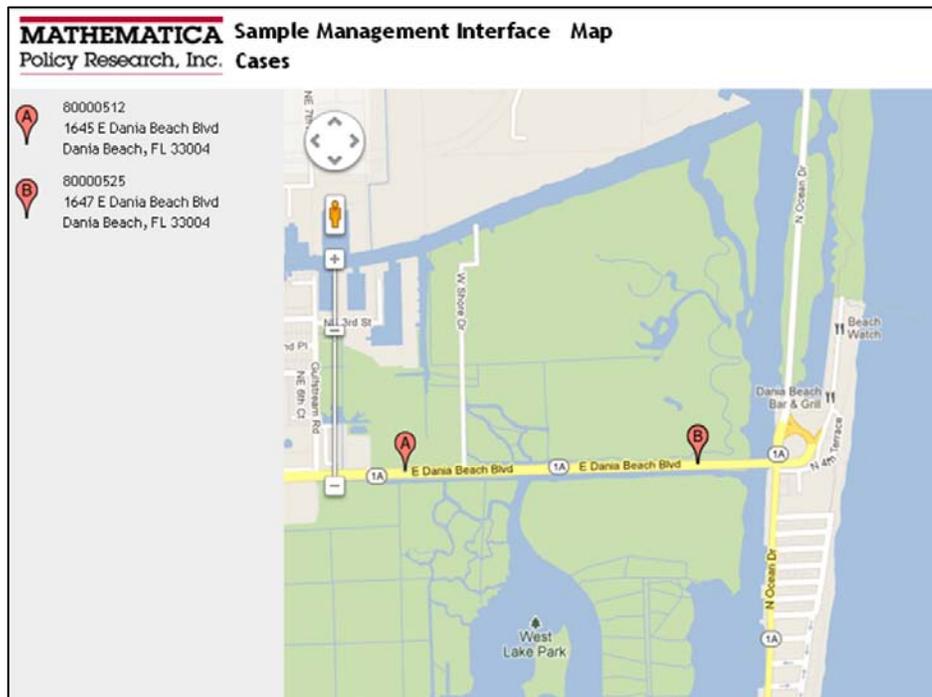
- **Sort** – Click the header of any column to sort the table by that column. Click again to sort in reverse order.
- **Search filter** – The first filter is the search box for “MPRID/Address/ZIP.” When you type in this box, you limit the list of cases to those with your search string in any of the three fields. For example, if you type “59”, you will see all cases with “59” in the MPRID, the address, or the ZIP code.
- **Category filter** – Click the arrow on the category filters to select a category. For example, select a status such as “Screener untouched”, or “Pending Final Interview.” You can also select cases in a particular release; only cases transferred to you; or only cases in Phase I or Phase II.

### Organize Your Work Before Going into Field

The SMI can help you to organize your work in the following ways:

- Sort your case list by ZIP code to organize cases that are located in the same area
- Sort your case list by the number of attempts in a time slot. For example, if tomorrow is Saturday, you can sort by “Weekend Day.” to see the cases needing a weekend contact.
- View your cases on a map
- See your upcoming appointments for interviews

After mapping cases in the SMI, we recommend that you sort your contact sheets before you leave your home so that they are in order as they appear on the map. This will help you work your cases efficiently.



## Contact Sheet – Electronic Version

You will use the SMI to log all of the information that you enter on the paper contact sheet. Your goal is to make the SMI contact sheet match the paper contact sheet. This is important so that all your notes are saved and can be reviewed by your field manager. Also, if a case reaches a maximum of 8 attempts in Phase I and gets re-released in Phase II, we will print the contact sheet from the SMI (we will not search for the paper contact sheet to return it to you).

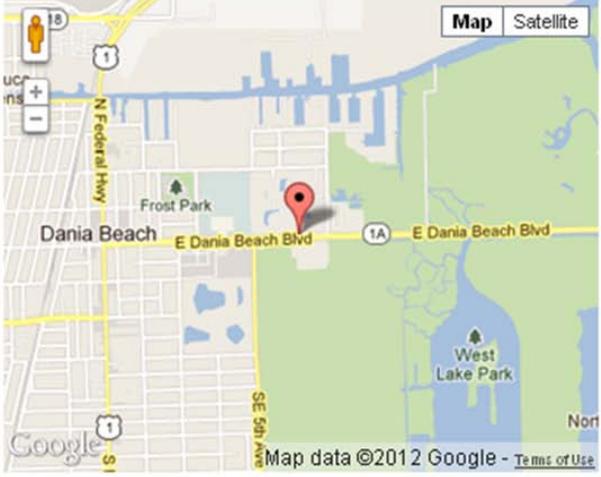
Enter information in the SMI after each day that you work in the field. This gives your field manager accurate information about days that you work and your productivity. It's also good to log your work every day because the SMI will automatically set "today's date", but if you wait until tomorrow to enter data, you will need to do extra work to change the date.

There are four sections of the electronic contact sheet (shown on next page):

1. **Header information** – This section has the sample address information printed on your paper contact sheet. You must check the box if the \$5 incentive was given.
2. **Sample address and map** – This section requires no action.
3. **Adjacent address section** – Complete this section after your first contact attempt.
4. **Scheduled appointments** – Enter your appointments so that the SMI can help you keep track of appointments and your Field Manager can help manage your workload
5. **Contact attempts** – Enter every attempt at this address. This section is designed to be easy to use: the date is prefilled, but changeable; you must change the time; the instrument automatically fills. Every field is required except comments. When you save a contact for a completed screener (021, 022, 023, 024) you will be prompted for additional information from the screener.

MPRID: <b>80000033</b>	Field Interviewer: <b>Capi Foodaps1</b>	Quota Groups: <b>A,B,D</b>	Release #: <b>1</b>	SSU: <b>Broward #1</b>	Active State: <b>Active</b>	Phase: <b>I</b>	\$5 incentive given? <input type="checkbox"/>
---------------------------	--	-------------------------------	------------------------	---------------------------	--------------------------------	--------------------	--

<p>Sample Address: <b>649 E Dania Beach Blvd</b> <b>Dania Beach, FL 33004</b></p>  <p><a href="#">Open map in new window</a></p>	<p><b>Verify - Unit Count:</b> <b># UNITS = 4</b></p> <p><b>Is this information correct?</b></p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No - The number of units is not correct.</p> <p><input type="radio"/> No - Adjacent address is across the street</p>
---	---

<b>Scheduled Appointments:</b>	Initial Interview:	Final Interview:	
	03/10/2012 11:30 AM		09:00 AM

Date	Time	Instrument	Status Code	Comments
03/14/2012	09:00 AM	Initial INT		<a href="#">Save Contact</a>
3/6/2012	9:00 AM	Screener	021 - Screener - Eligible and Agrees	
2/15/2012	4:22 PM	Screener	000 - Untouched	

[View Log](#)

## Map of Survey Areas

The SMI contains a Maps tab. This tab was the last feature added to the system and is not shown in other screen images in this chapter. Click on the Maps tab to see maps of your survey areas.

When you click the Maps tab, you will automatically see a Google map zoomed in to your PSU. The PSU boundary is shown in blue to outline a county or group of counties. SSUs are shown with pink shading. Click on the pink shading to see the name of the SSU and to get directions from your home to the SSU (directions will take you to the center of the area).

Use the maps to zoom down to street level. This will help you to become familiar with the SSU before you begin screening. The maps on the next page show street-level maps for two SSUs. Dodge #3 in Nebraska is rural, while Cuyahoga#5 in Cleveland, Ohio is urban.

Become familiar with the boundaries of your SSU. It is possible, but not likely, that you receive a contact sheet for an address that you think is outside of your SSU boundary. If this happens, contact your field manager.

**MATHEMATICA** Sample Management Interface  
 Policy Research, Inc. SOC Hours M-Th: 9am-midnight, Fri: 9am-8pm, Sat: 9am-5pm, Sun: 1pm-9pm

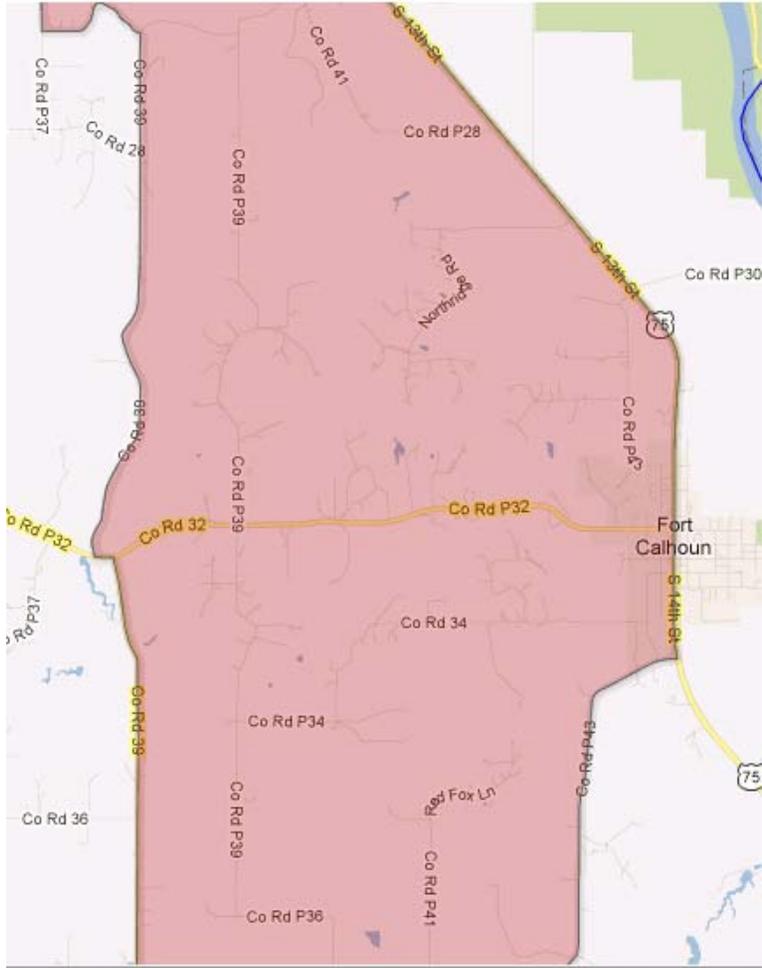
Summary
Cases
Maps
Materials
Mailings to SOC
Reports
News (1)

### SSUs

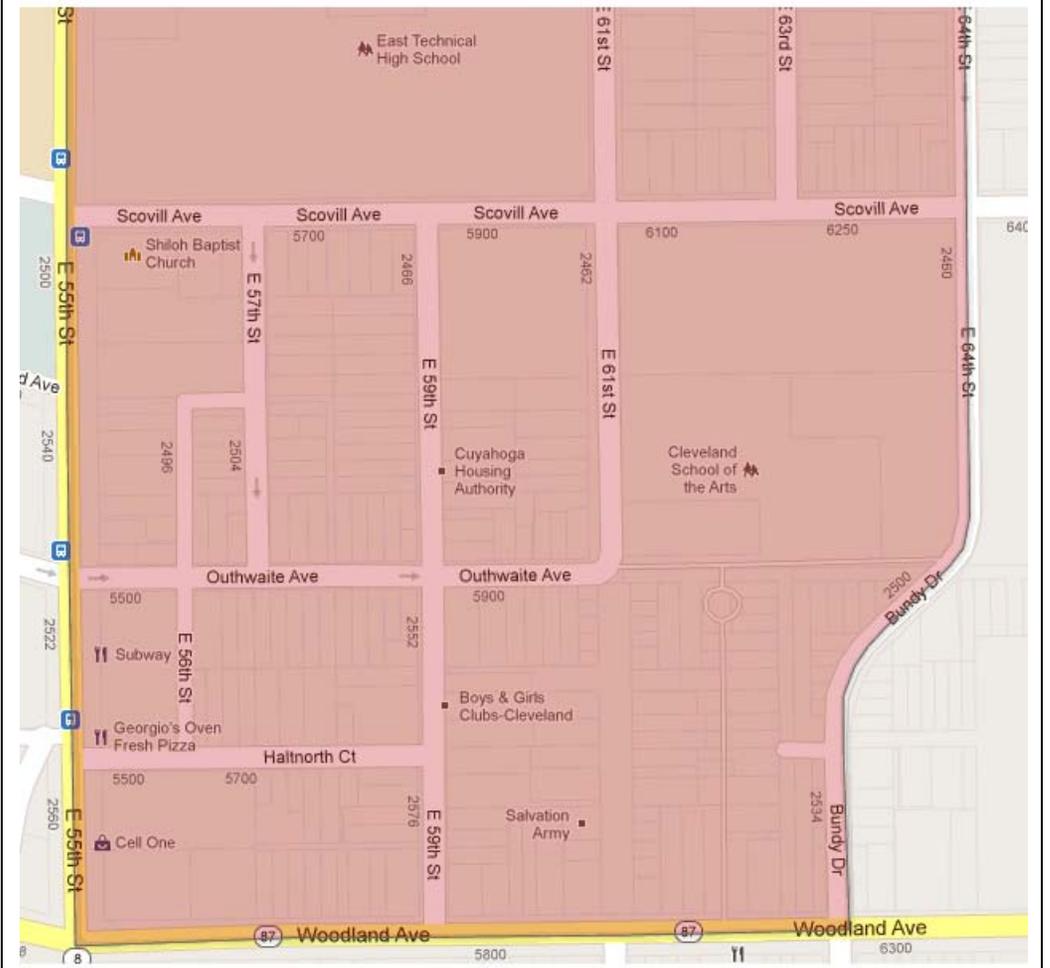
Zoom to see SSUs (use mouse scroll wheel). Click SSU and enter FINT address to get distance. Hit refresh (F5) for full view.

Detailed Maps of SSUs

Dodge #3, Nebraska



Cuyahoga #5, Ohio (Cleveland)



### Keeping Track of Materials

The Materials tab tells you how many food books and gift cards you have. When you complete an Initial interview, the counts of bags and food books is automatically adjusted. When you receive a Day 8 email, the count of gift cards is adjusted to reflect the cards that you will use when you conduct the Final Visit.

When your inventory falls below a certain threshold, the counts will change from black to red. Whenever a number is red, the SOC is automatically notified to ship you additional materials. When materials are shipped, your count of items is automatically increased to reflect the number of items that you will receive in shipment.

Summary	Cases	Materials	Mailings to SOC	Reports	News
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**Current Inventory**

**Current Inventory**

Field Manager: Nancy FM                      PSU Team: Broward, FL                      Field Interviewer: Capi Foodaps I

Item	Inventory
Blue Bags	10
Adult Books	25
Youth Books	25
\$5 Incentive Money	60 (300\$)
\$10 Gift Cards	25
\$20 Gift Cards	25

Note: Current inventory is calculated automatically based on completed interviews.  
 Inventory is shown in red when # of bags <= 5, # of books <= 12, # of gift cards <= 12.  
 When shown in red, the SOC is notified to ship materials.

## Organize Materials for Shipment

The SMI will help you to organize materials for shipment each week. When you are ready to prepare a shipment, click on the materials tab. You will get two reports:

- **Refusals and Ineligibles.** This report is a list of all refusals and ineligibles that should be returned to the SOC. Use this list to double-check the screeners and contact sheets in your Refusals and Ineligibles Envelope before you pack it for shipment.
- **Participating Households.** This list will include the households that completed a final household visit and should be returned to the SOC. Use this list to double-check the Participating Household Envelopes that you pack for shipment.

Both reports include checkboxes for you to check off the cases included in your shipment. Please be accurate! We will use this information to generate labels for receipting your materials.

After checking cases that you will include in your FedEx shipment, enter the FedEx tracking number and click Save.

**MATHEMATICA** Sample Management Interface  
 Policy Research, Inc. NHFPAS Data Collection is in: **Week #23** Welcome **Capi Foodaps1!** [My Roles](#) [Log Out](#)

Summary Cases Materials **Mailings to SOC** Reports News (2)

### Mailings to SOC

Field Manager: Nancy FM      PSU Team: Broward, FL      Field Interviewer: Capi Foodaps1

Enter tracking number for selected cases:

**Group 1 - Refusals and Ineligibles**    **Group 2 - Participating Households**

Include Contact Sheet and Screener (if applicable) in shipment

<input type="checkbox"/>	MPRID	Address	Screener Status
Category: Completed Screener			
<input type="checkbox"/>	80000046	651 E Dania Beach Blvd Dania Beach, FL	023 - Screener - Inelig (Int Chk 1 & 2)
<input type="checkbox"/>	80000062	655 E Dania Beach Blvd	023 - Screener - Inelig (Int Chk 1 & 2)

### Receive Updates from the Study Team

The “News” tab on the SMI will include messages from the SOC or project team. This tab will indicate the number of unread messages so that you know when a new message arrives. We will use the “News” tab to post information so that the entire field team is kept up-to-date on the study’s progress.

The screenshot shows a web interface with a navigation bar at the top containing tabs for Summary, Cases, Materials, Mailings to SOC, Reports, and News. The News tab is selected and highlighted in red. Below the navigation bar, the page title is "News". There are two identical pagination controls, each showing a refresh icon, navigation arrows, the page number "1", a page size dropdown set to "25", and the text "Displaying items 1 - 2 of 2". The main content area contains a table with two rows of news items:

FoodAPS cognitive tests are complete	Staff in Cambridge completed cognitive tests with 5 respondents today. Respondents viewed the hou...	3/9/2012 6:13:19 PM
FoodAPS receives OMB Number	OMB notified us today that they will complete their review of the study by the end of today and we can expect an OMB number on Monday.	3/9/2012 6:06:19 PM

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## E. Conducting CAPI Interviews

To conduct a CAPI interview, you will click **FoodAPS Production**, and **Launch Project**. The homepage (or Active Tab) contains a list of all cases released to your PSU for the Initial Interview (Interview = Initial), and cases released to you for the Final Interview (Interview = Final). Cases listed for Initial interviews are automatically removed from the list when (a) the Initial interview is complete, or (b) an interviewer enters a final screener status indicating that an Initial interview is not needed.

You can see all cases released to the PSU, but you need the contact sheet to conduct an interview because you need the MPRID and security code.<sup>4</sup> We list all cases in the PSU so that they are available in case you receive last minute transfers of contact sheets from a member of your team.

There is a row of toolbar icons at the top of this screen: Sync, Interview, Columns/Sort, Filter, Remove Filter, and Find. This sync icon operates just like the one on the CAPI Launch screen.

### Homepage (Active Tab)

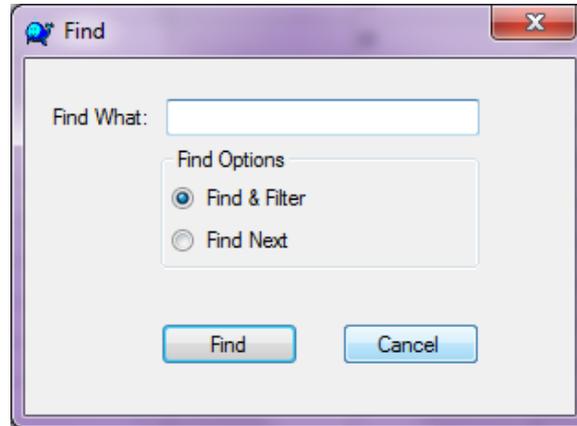
The screenshot shows the MOBI FoodAPS Training software interface. At the top, there is a toolbar with icons for Sync, Interview, Columns/Sort..., Filter, Remove Filter, and Find. Below the toolbar, there is a tab labeled "Active" and a sub-tab "Pending Sync". The main area displays a table of cases with the following columns: MPRID, Interview, Address 1, Address 2, City, State, Zip, Booklet, Incentive, Status Code, Replication Status, Instrument TYPE ID, Instrument ID, and First Name. The table contains multiple rows of data, with the row for MPRID 10000168 highlighted in blue. At the bottom of the window, there is a status bar with the text "Auto Web Sync Not Complete" and "Last successful sync: Mon 1/1/00 12:00 AM (please sync again)".

MPRID	Interview	Address 1	Address 2	City	State	Zip	Booklet	Incentive	Status Code	Replication Status	Instrument TYPE ID	Instrument ID	First Name
10000016	Final	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305	S	Low	200	0	5	22375	Sharon
10000016	Initial	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305	S	Low	000	0	3	18881	Sharon
10000029	Initial	9 KINGMAN RD	APT 2	ATLANTIC CITY	NJ	08401-3305	M	High	209	0	3	18884	
10000032	Initial	13 KINGMAN R...	APT 1	ATLANTIC CITY	NJ	08401-3305	S	High	000	0	3	18887	
10000058	Initial	13 KINGMAN RD	APT 2A	ATLANTIC CITY	NJ	08401-3305	S	Low	200	0	3	18893	
10000074	Initial	17 KINGMAN RD		ATLANTIC CITY	NJ	08401-3305	S	High	200	0	3	18899	Karen
10000087	Initial	14 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312	M	Low	200	0	3	18902	
10000090	Initial	16 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312	S	Low	000	0	3	18905	
10000100	Initial	18 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312	M	High	000	0	3	18908	
10000113	Initial	20 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312	S	High	000	0	3	18911	
10000126	Initial	264 WASHINGT...		ATLANTIC CITY	NJ	08401-3313	M	Low	302	0	3	18914	
10000139	Initial	270 WASHINGT...		ATLANTIC CITY	NJ	08401-3314	S	Low	209	0	3	18917	
10000142	Initial	268 WASHINGT...	APT 1	ATLANTIC CITY	NJ	08401-3327	M	High	209	0	3	18920	
10000155	Initial	268 WASHINGT...	APT 11	ATLANTIC CITY	NJ	08401-3327	S	High	000	0	3	18923	
10000168	Initial	268 WASHINGT...	APT 12	ATLANTIC CITY	NJ	08401-3327	M	Low	000	0	3	18926	
10000171	Initial	268 WASHINGT...	APT 43	ATLANTIC CITY	NJ	08401-3327	S	Low	000	0	3	18929	
10000184	Initial	268 WASHINGT...	APT 14	ATLANTIC CITY	NJ	08401-3328	M	High	302	0	3	18932	
10000197	Initial	268 WASHINGT...	APT 15	ATLANTIC CITY	NJ	08401-3328	S	High	000	0	3	18935	
10000207	Initial	268 WASHINGT...	APT 16	ATLANTIC CITY	NJ	08401-3328	M	Low	000	0	3	18938	
10000210	Initial	268 WASHINGT...	APT 21	ATLANTIC CITY	NJ	08401-3328	S	Low	000	0	3	18941	
10000223	Initial	268 WASHINGT...	APT 23	ATLANTIC CITY	NJ	08401-3328	M	High	000	0	3	18944	
10000236	Initial	268 WASHINGT...	APT 24	ATLANTIC CITY	NJ	08401-3329	S	High	000	0	3	18947	
10000249	Initial	268 WASHINGT...	APT 25	ATLANTIC CITY	NJ	08401-3329	M	Low	000	0	3	18950	
10000252	Initial	268 WASHINGT...	APT 26	ATLANTIC CITY	NJ	08401-3329	S	Low	000	0	3	18953	
10000265	Initial	268 WASHINGT...	APT 27	ATLANTIC CITY	NJ	08401-3329	M	High	000	0	3	18956	
10000278	Initial	268 WASHINGT...	APT 31	ATLANTIC CITY	NJ	08401-3329	S	High	000	0	3	18959	
10000281	Initial	268 WASHINGT...	APT 33	ATLANTIC CITY	NJ	08401-3330	M	Low	000	0	3	18962	
10000294	Initial	268 WASHINGT...	APT 36	ATLANTIC CITY	NJ	08401-3330	S	Low	000	0	3	18965	
10000304	Initial	268 WASHINGT...	APT 38	ATLANTIC CITY	NJ	08401-3330	M	High	000	0	3	18968	
10000317	Initial	268 WASHINGT...	APT 39	ATLANTIC CITY	NJ	08401-3330	S	High	000	0	3	18971	

<sup>4</sup> Travelers will see all cases assigned to all PSUs and will need to filter by PSU when they move from one interviewing area to the next.

### Find Cases

Use the Find tool to quickly locate a case. It can be accessed by clicking on the “Find” button at the top of the window, or by pressing Ctrl-F on the keyboard. You can enter an MPRID or address in the “find what:” box.



### Sorting Cases (Columns/Sort Icon)

Cases are listed in order by MPRID. The sort feature allows you to change the order of your cases if you prefer to sort by instrument, status code, city, zip code, last name, or some other criteria. This can make it easier to find specific instruments and cases.

MOBI FoodAPS Training, Version 2.0.50727.5446

Sync
Interview
**Columns/Sort...**
Filter
Remove Filter
Find

Select a respondent:

Active | Pending Sync | Final/Transmitted | Case View

	MPRID	Interview	Address 1	Address 2	City	State	Zip
	10000016	Final	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
	10000016	Initial	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
	10000029	Initial	9 KINGMAN RD	APT 2	ATLANTIC CITY	NJ	08401-3305
	10000032	Initial	13 KINGMAN R...	APT 1	ATLANTIC CITY	NJ	08401-3305
	10000058	Initial	13 KINGMAN RD	APT 2A	ATLANTIC CITY	NJ	08401-3305
	10000074	Initial	17 KINGMAN RD		ATLANTIC CITY	NJ	08401-3305
	10000087	Initial	14 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000090	Initial	16 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000100	Initial	18 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000113	Initial	20 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312

To sort cases, click on the Columns/Sort icon and the following box appears:



You can sort cases by one or more items selected from the “Sort by” and “Then by” dropdown lists. You can sort in ascending or descending order. When you have specified the desired sorting criteria, click on OK. You will return to the homepage and the cases will display in the order you specified.

**Filter Cases (Filter / Remove Filter Icons)**

The Filter and Remove Filter icons provide a useful way to temporarily hide instruments and cases that are not the center of your attention. To filter, click on a cell that contains information that you would like to display, then click the Filter icon. Doing so will eliminate every row that does not match the selected cell. This may be a useful way to view only Final Interviews that are pending on your computer. If you click on “Final Interview” and then click Filter, all of the “Initial Interviews” will be temporarily hidden.

MOBI FoodAPS Training, Version 2.0.50727.5446

Sync Interview Columns/Sort... Filter **Remove Filter** Find

Select a respondent:

Active Pending Sync Final/Transmitted Case View

	MPRID	Interview	Address 1	Address 2	City	State	Zip
	10000016	Final	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
	10000016	Initial	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
	10000029	Initial	9 KINGMAN RD	APT 2	ATLANTIC CITY	NJ	08401-3305
	10000032	Initial	13 KINGMAN R...	APT 1	ATLANTIC CITY	NJ	08401-3305
	10000058	Initial	13 KINGMAN RD	APT 2A	ATLANTIC CITY	NJ	08401-3305
	10000074	Initial	17 KINGMAN RD		ATLANTIC CITY	NJ	08401-3305
	10000087	Initial	14 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000090	Initial	16 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000100	Initial	18 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000113	Initial	20 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312

When you click the Filter icon the Remove Filter icon will become red. This indicates that a filter is in place and that the Remove Filter icon needs to be clicked in order to display all instruments and cases.

### Conducting an Interview (Interview Icon)

When you are ready to conduct an Initial or Final interview, highlight the row for the MPRID of the case. Then click on the Interview icon to launch the interview. The Final Interview and the Scanner Data “interview” will be available after the Initial Interview is complete and transmitted.

Scanner appears as an “interview” in CAPI. When you click the scanner “interview” and click the Interview icon to launch Scanner, you will get the scanner upload screen. The scanner upload screen launches automatically at the end of the Final Interview, but if you do not have time to upload scanner data while in a respondent’s home, click the scanner “interview” to upload the data after you return home.

After you complete an interview (or exit CAPI), you will automatically be returned to the case list. CAPI will automatically update the Status Code for the interview you conducted (you cannot manually update the status code for a CAPI interview) and move the instrument to the Pending Sync tab. The next time you transmit information to Mathematica, the completed instrument will be sent, and the instrument will be moved to the Final/Transmitted tab.

The screenshot shows the MOBI FoodAPS Training software interface. The title bar reads "MOBI FoodAPS Training, Version 2.0.50727.5446". The toolbar includes icons for Sync, Interview, Columns/Sort..., Filter, Remove Filter, and Find. Below the toolbar, there is a "Select a respondent:" section with tabs for Active, Pending Sync, Final/Transmitted, and Case View. The main area displays a table with the following data:

	MPRID	Interview	Address 1	Address 2	City	State	Zip
	10000016	Final	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
	10000016	Initial	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
	10000029	Initial	9 KINGMAN RD	APT 2	ATLANTIC CITY	NJ	08401-3305
	10000032	Initial	13 KINGMAN R...	APT 1	ATLANTIC CITY	NJ	08401-3305
	10000058	Initial	13 KINGMAN RD	APT 2A	ATLANTIC CITY	NJ	08401-3305
	10000074	Initial	17 KINGMAN RD		ATLANTIC CITY	NJ	08401-3305
	10000087	Initial	14 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000090	Initial	16 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000100	Initial	18 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
	10000113	Initial	20 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312

MPRID	Interview	Address 1	Address 2	City	State	Zip
10000016	Final	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
10000016	Initial	9 KINGMAN RD	APT 1	ATLANTIC CITY	pa	08401-3305
10000029	Initial	9 KINGMAN RD	APT 2	ATLANTIC CITY	NJ	08401-3305
10000032	Initial	13 KINGMAN R...	APT 1	ATLANTIC CITY	NJ	08401-3305
10000058	Initial	13 KINGMAN RD	APT 2A	ATLANTIC CITY	NJ	08401-3305
10000074	Initial	17 KINGMAN RD		ATLANTIC CITY	NJ	08401-3305
10000087	Initial	14 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
10000090	Initial	16 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
10000100	Initial	18 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312
10000113	Initial	20 KINGMAN RD		ATLANTIC CITY	NJ	08401-3312

The three tabs within MOBI:

- **Active** displays all instruments waiting for completion.
- **Pending Sync** displays completed interviews that need to be transmitted to Mathematica via the sync process.
- **Final/Transmitted** displays completed interviews that have already been transmitted to Mathematica.

**Case View** will not appear on your screen.

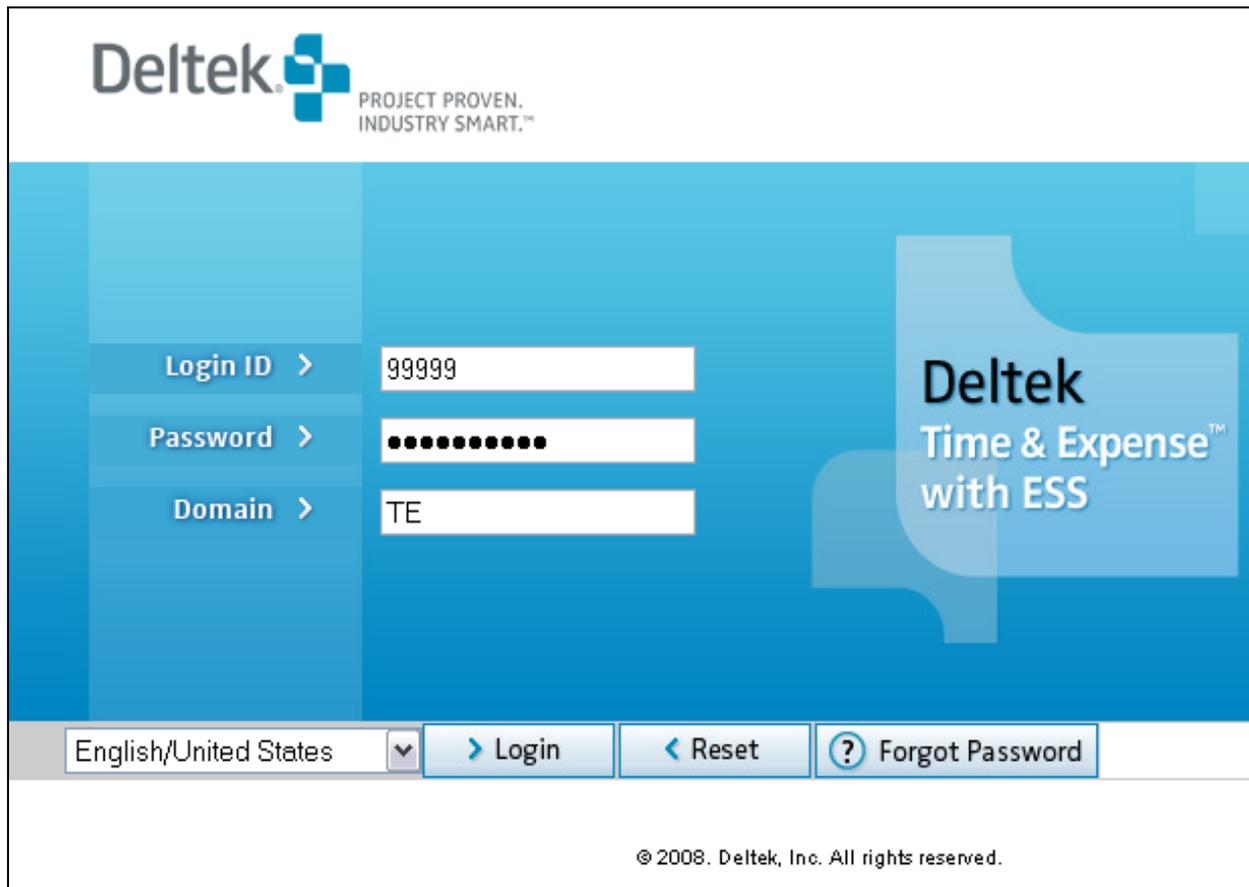
When you complete a Final Interview, the system will automatically prompt you to plug in the household’s scanner. If you complete this step, the Final interview and scanner are moved to the “Pending Sync.” If you cannot connect the scanner (e.g., the respondent is in a hurry for you to finish up), the scanner interview will remain on the Active tab so you can connect the scanner later.

## F. Submitting Time and Expense Reports

While working on the National Food Study, you must follow procedures to get paid for your labor hours. Report your time using the Deltek Electronic Timesheet (ET) and report expenses for reimbursement using the Deltek Electronic Expense Report (ER).

The Mathematica pay period covers Sunday (12:01 A.M.) through Saturday (11:59 P.M.). Time reports must be submitted on-line daily using the Deltek “ET” system. This system will be accessed on-line via the ET that comes preloaded on your laptop computer or at the following URL: <http://et1.mathematica-mpr.com>.

When you click the ET button or follow the above link, the Deltek login page will appear. To log in, you will need to enter (1) Login ID (your employee ID number); (2) password; and (3) domain, which is “TE”.



Double-check that you have entered your user ID and password correctly, then hit enter or click “Login.”

You must bill your time to the National Food Study. You do this with charge codes and activity codes.

### Charge Codes for the National Food Study

Training	06687.145
Data Collection	06687.151

### Activity Codes for the National Food Study

FIELD-INTERV-CAPI  
FIELD-NONE/OTHER

Use the Training charge code only while you are at training, and traveling to and from training. After training, you will always use the Data Collection charge code.

Keep track of your time so that you can accurately charge it to the correct activity code:

- Field Interviewer CAPI – Use this for time spent knocking on doors, conducting screeners, interviewing, and training respondents
- Field – none/other – Use this for travel from home to the area, weekly calls with your FM, entering data in the SMI, transmitting CAPI data, and doing ET and expenses.

There will be a one- to two-week delay before you receive your first payroll check because the Accounting Department needs time to set up your payroll account. After that, you will receive payroll checks weekly if you complete your Electronic Timesheet **CORRECTLY** and transmit it **ON TIME**. Payroll checks and expense reimbursement checks are two separate payments. The “period ending” date on a payroll check refers to the week the report was processed, not the week you worked. The date on your payroll check will always be one week behind the submission date.

### For Local Travel (Mileage only) Expense Reports

General Information screen:

- Enter pay period dates in the “from/to” fields
- Expense Report Type = LCF
- Short Description = FoodAPS 06687.151
- Purpose = Data Collection for FoodAPS. Dept 51 from [your location]
- Default location = where you are working

## X. NON- INTERVIEWING FIELD ACTIVITIES

All field interviewers have two important non-interviewing activities and some interviewers will be asked to complete a third non-interviewing task listed below. The first two activities should be completed within the first couple of weeks of the field period. You may want to spend some time on these activities before beginning your interviewing assignments, and then continue them concurrent with interviewing. The third activity, listing multi-unit buildings, is primarily required in urban areas.

1. **Gain Familiarity with the Area.** Field interviewers should drive through their survey areas to conduct a quick scan of each area. This will allow you to assess how safe the neighborhood appears (and if you think escorts may be needed), take notes about potential parking areas or parking problems, check directions to the neighborhood, and identify safe havens (e.g., police or fire stations) within the interviewing areas.
2. **Post flyers in food stores.** Each field interviewer will be given 25 study flyers and a list of food stores. These are the same flyers that we mailed to SNAP and WIC agencies and to police stations as part of our advance notice of the study (Appendix K contains the advance letters sent to these organizations). Work through your list of food stores as you drive your survey areas to gain familiarity. Look for bulletin boards where you may post the flyer, or ask a store manager where it is acceptable for you to post the flyer. Don't forget some scotch tape!
3. **List Multi-Unit Buildings.** The list of addresses that we used for sampling contains some addresses that we know to contain multiple units, but we don't know how the individual units within the building are labeled. For example, we know that there are three units, but we don't know if they are units A, B, C or 101, 201, 301.

For these buildings, you will get a listing form with the address of the building and the expected number of units. You must go to the building and complete a listing form. You should list each unit at the address at the bottom of the sheet, starting on line 1. Follow these rules when listing the units:

- List basement units first
- After listing basement units,
- If units are numbered, list them in numeric order: 1, 2, 3; 101, 102, 103; etc.
  - If units have letters only, list them in alphabetic order: A, B, C, etc.
  - If units have numbers and letters, list all units with the same number, in alphabetic order, then list the next numbered units: 1a, 1b, 2a, 2b, etc.
  - If units are not labeled, describe the location—for example, 1st floor right, 1st floor left, etc.

If you are unable to enter the building and mailboxes have names but not unit numbers, list the last names. In large buildings, you should ask the building manager for information. In smaller buildings you may be able to get the information needed from mailboxes or by visually confirming the number of units from the inside and/or by asking a building resident.

Figure X.1. Listing Form for Multiple Unit Buildings

<b>National Food Study—Listing Form for Multi-Unit Buildings</b>																																																																				
Sample Address	Expected Number Of Units																																																																			
ID#: «ID» «PrimaryAddress» «city», «State», «zipcode»	«totUnits»																																																																			
Instructions																																																																				
List each unit at the sample address in the table below. In a large building, you should ask the building manager for information. In smaller buildings, get information from the mailboxes and visually confirm the number of units from inside and/or by asking a building resident, if possible.																																																																				
Begin with line #1 and continue to use line #s in order. List units using these rules:																																																																				
<ul style="list-style-type: none"> <li>• List basement units first</li> <li>• If units are numbered, list them in numeric order: 1, 2, 3; 101, 102, 103; etc</li> <li>• If units have letters only, list them in alphabetic order: A, B, C, etc</li> <li>• If units have numbers and letters, list all units with the same number, in alphabetic order, then list the next numbered units: 1a, 1b, 2a, 2b, etc.</li> <li>• If units are not labeled, describe the location—for example, 1st floor right, 1st floor left</li> <li>• If you are unable to enter the building and mailboxes have names but not unit numbers, list the last names</li> </ul>																																																																				
List each unit in the building on a separate line																																																																				
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%; text-align: center;">Line no.</th> <th style="text-align: center;">Unit #</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">1</td><td></td></tr> <tr><td style="text-align: center;">2</td><td></td></tr> <tr><td style="text-align: center;">3</td><td></td></tr> <tr><td style="text-align: center;">4</td><td></td></tr> <tr><td style="text-align: center;">5</td><td></td></tr> <tr><td style="text-align: center;">6</td><td></td></tr> <tr><td style="text-align: center;">7</td><td></td></tr> <tr><td style="text-align: center;">8</td><td></td></tr> <tr><td style="text-align: center;">9</td><td></td></tr> <tr><td style="text-align: center;">10</td><td></td></tr> </tbody> </table>	Line no.	Unit #	1		2		3		4		5		6		7		8		9		10		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%; text-align: center;">Line no.</th> <th style="text-align: center;">Unit #</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">11</td><td></td></tr> <tr><td style="text-align: center;">12</td><td></td></tr> <tr><td style="text-align: center;">13</td><td></td></tr> <tr><td style="text-align: center;">14</td><td></td></tr> <tr><td style="text-align: center;">15</td><td></td></tr> <tr><td style="text-align: center;">16</td><td></td></tr> <tr><td style="text-align: center;">17</td><td></td></tr> <tr><td style="text-align: center;">18</td><td></td></tr> <tr><td style="text-align: center;">19</td><td></td></tr> <tr><td style="text-align: center;">20</td><td></td></tr> </tbody> </table>	Line no.	Unit #	11		12		13		14		15		16		17		18		19		20		<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 10%; text-align: center;">Line no.</th> <th style="text-align: center;">Unit #</th> </tr> </thead> <tbody> <tr><td style="text-align: center;">21</td><td></td></tr> <tr><td style="text-align: center;">22</td><td></td></tr> <tr><td style="text-align: center;">23</td><td></td></tr> <tr><td style="text-align: center;">24</td><td></td></tr> <tr><td style="text-align: center;">25</td><td></td></tr> <tr><td style="text-align: center;">26</td><td></td></tr> <tr><td style="text-align: center;">27</td><td></td></tr> <tr><td style="text-align: center;">28</td><td></td></tr> <tr><td style="text-align: center;">29</td><td></td></tr> <tr><td style="text-align: center;">30</td><td></td></tr> </tbody> </table>	Line no.	Unit #	21		22		23		24		25		26		27		28		29		30	
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## XI. GUIDELINES FOR TRAVEL EXPENSES

Field interviewers should follow the guidelines in this section for reporting their time and expenses related to travel. Section 1 describes local assignments for those who live in the geographic area where they will work, and Section 2 has guidelines for travel assignments that require at least one overnight stay.

It is unlikely you will be asked to do off-site travel outside your county during the study. However, the following is a reference guide for Mathematica's policies on this type of activity, should it be required.

### 1. Travel Guidelines for Local Assignments

**Paid working hours** include time spent (1) traveling to and from the sample addresses; (2) conducting a screener or an interview, training respondents, or performing other survey tasks; (3) waiting to meet with household members, and (4) talking to respondents about the task. Also included are your hours entering data into the SMI and transmitting data to Mathematica, organizing your materials, reviewing completed materials, and participating in regularly scheduled phone calls with your field manager.

**Excluded from paid working hours** is time while on lunch breaks, any time spent away from interviewing to run errands, or time spent running errands on the way to the survey location or on the way home. Interviewers with local assignments do **not** receive reimbursement for meals. Mileage will be reimbursed for all work-related miles.

### 2. Guidelines for Travel Assignments Requiring an Overnight Stay

These guidelines apply to interviewers who have an assignment that requires long-distance travel and at least one overnight stay.

**Overnight assignments, including travel time to/from airport/hotel:** The workday begins when you leave home to travel to the airport, train, or (with permission) directly to the city where you will be working. **Paid working hours include** waiting time at the airport, time in flight, time arranging to pick up/return the rental car, and time driving to the hotel and returning to the airport/home. When you have been given permission to travel directly to a data collection site in your own vehicle, travel time begins upon leaving home and, again, upon leaving the data collection site to return directly home.

**Travel time stops when you arrive at the hotel.** Mileage will be reimbursed for miles traveled to and from the airport or to and from the city/hotel when a personal car is used for travel.

**Day of work assignment when traveling.** The workday begins when you leave the hotel room to drive to the neighborhood where the project work will be conducted, continues while locating/identifying respondents or conducting project-related tasks, and ends when you return to the hotel. **Paid working hours include** time spent (1) traveling to and from the location and the hotel, (2) conducting a screener or an interview, training respondents, or performing other survey tasks, (3) waiting to meet with household members, and (4) talking to respondents about the task. Also included are your hours entering data into the SMI transmitting data to Mathematica, as well as talking to your field manager, as needed. **Excluded from paid working hours** is time (1) on an

unpaid lunch break, (2) away from the neighborhood to run personal errands, or (3) running personal errands on the way to the data collection site or back to the hotel. Employees on travel assignments receive reimbursement for meals but are not paid for time spent eating. Mileage will be reimbursed for all work-related miles when a personal automobile is used.

## Travel Regulations

Mathematica requires receipts for all hotel lodging expenses and for single purchases in excess of \$75.00. Hotel lodging receipts should be scanned and sent to Mathematica, if possible.

**Local travel** is defined as project-related travel (1) for which there is no overnight stay, or (2) that is less than 50 miles from the site or your home. The following rules apply:

- Expenses incurred for travel on public transportation (subway or bus) are reimbursed at cost.
- Traveling with your own car is allowed if it is the most economical means of travel or if no other means exist. You will be reimbursed for mileage if you use your own vehicle. The current federally mandated mileage reimbursement rate is 51 cents per mile, with the maximum reimbursable amount equal to coach airfare. Be sure to keep a precise record of the miles you drive while working. Record mileage just before leaving home, and again when you return. Subtract mileage for personal errands you run during the trip.
- Parking and tolls are covered separately and are reimbursed at cost.
- Mathematica does not insure your car; your own auto insurance applies to claims arising from any accidents on company business.
- Meals, lodging, and other expenses are not normally covered for local travel, but they are covered for authorized overnight travel (see below).

**Overnight travel regulations.** When you travel *overnight* on Mathematica business, the following rules apply:

- For you to be eligible for reimbursement for overnight travel expenses, the SOC supervisor must, without exception, authorize your travel ahead of time.
- Travel by plane, train, or bus is reimbursed at actual cost if the journey was direct and if ticket receipts are attached to the expense report.
- All travel arrangements should go through your SOC field supervisor who will coordinate travel arrangements with our vendor, Diplomat Travel. You will need to give your field manager the following information:
  1. Airport that you normally fly out of, as well as any alternate airports
  2. Distance (in miles) from your home to the airport
  3. Type of transportation you need (airplane, train, etc.)
  4. Times of day you prefer to travel
  5. Preference for smoking or nonsmoking hotel room

- Business and tourist class airplane accommodations will not be used unless no other accommodations are available. For trains, coach accommodations are required for distances less than 100 miles. For trips of more than 100 miles, the least expensive seat on any given train should be taken.
- Travel by rental car is allowed and will be reimbursed at cost only if it is the most economical option or if no other convenient mode of transportation is available. Mathematica has its own rental car insurance that covers vehicle damage and employee injury while on company business. Therefore, no additional insurance or liability waivers offered by rental companies are necessary or will be reimbursed. If the rental car is used partly for personal business, those expenses must be deducted from the cost of the rental. Remember to keep receipts for gasoline purchased for rental cars so that you can submit the receipts with your expense report.
- If you use your own vehicle, you will be reimbursed for gas mileage. The current federally mandated mileage reimbursement rate is 51 cents per mile, with the maximum reimbursable amount equal to coach airfare. Be sure to keep a precise record of the miles you drive while working. Record mileage just before leaving home, and again when you return. Subtract mileage for personal errands you run during the trip. Mathematica does not insure your car; your own auto insurance applies to claims arising from any accidents on company business.
- Parking and tolls are covered separately and are reimbursed at cost.
- Taxi or airport limousine fares associated with overnight travel are covered at cost.
- Subsistence expenses (lodging and meal expenses) incurred while traveling overnight on company business are reimbursed up to maximum rates, called *per diem* rates. Per diem regulations specify hotel rates and meal/incidental rates. These rates vary by location. The SOC supervisor will give you the rates upon authorizing your travel plans. Be sure you make a note of the per diem rates (both for the hotel and meals/incidentals) for the location to which you are traveling. Any expenses above the per diem will not be reimbursed.
- The National Food Study is a government project, so you should always ask for government rates. Mathematica will give you a letter stating that you are traveling under contract to a federal government agency.

### Completing Expense Reports

Expense checks or directly deposited reimbursements are processed separately from payroll checks. It may take about 10 days to receive an expense check, because such reimbursements are generally processed only once a week. To expedite the processing of your expense reports, make sure you submit them weekly. They should be completed and signed on-line (ready for SOC supervisor review and approval) by the end of each week. Remember to obtain SOC supervisor preapproval for all expenses other than mileage, parking, and tolls.

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## **APPENDIX A**

### **USING THE CAPI SYSTEM**

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## USING THE CAPI SYSTEM

The CAPI system is a Windows-based interviewing system that is designed for ease of use, especially for navigation. This is an overview of how to execute basic tasks, read and answer questions, navigate through the instrument, complete a case, and exit a case. You will have already received training about how to use MOBI to access a case. The following table highlights common interviewer actions that may occur while conducting an interview in CAPI.

Task/Command	Icon/Action	Explanation
Don't Know		Click the  icon at the top left of the screen
Refuse		Click the  icon at the top left of the screen
Go Up One Page	Page Up	Use the <b>Page Up</b> key to go to the previous page. If you arrow up, it will bring you to the previous answer.
Go Down One Page	Page Down	Use the <b>Page Down</b> key to the next page. If you arrow down, it will bring you to the next question.
Go to Next Unanswered Question	End	Use the <b>End</b> key to go to the very next unanswered question. If in doubt, press the <b>End</b> key and it will put you where you need to be.
Go to the Beginning of the Instrument	Home	Use the <b>Home</b> key to go to the very first question of the instrument
Change Language		Use to switch between English and Spanish
Note		Use to enter notes at the item-level

## CAPI Text Conventions / Protocols

The following table highlights common CAPI conventions about how to conduct the interview.

CAPI Convention	What Does It Mean?	Example
Mixed Case, Bold Text	Text is read	<b>What is your date of birth?</b>
Upper Case Text, Unbolded	Text not read	<input checked="" type="radio"/> 1. PARENT/GUARDIAN <input type="radio"/> 5. EMPLOYER/SUPERVISOR <input type="radio"/> 8. MEDICAL PROVIDER <input type="radio"/> 2. SPOUSE/PARTNER <input type="radio"/> 6. OTHER RELATIVE <input type="radio"/> 10. OTHER NON-RELATIVE <input type="radio"/> 3. FRIEND <input type="radio"/> 7. CASE WORKER/COUNSELOR/PROGR AM STAFF <input type="radio"/> 4. JOB COACH <input type="radio"/> 9. OTHER
Text Preceded by a Mailbox	Interviewer instruction	 <b>WHO ARE YOU SPEAKING WITH?</b>
Blue Text	Emphasize words in blue	<b>completely voluntary.</b>
Text Preceded by Pointing Finger	Probe available to interviewer, if needed	 What do they make, sell, or do where you work?

CAPI Convention	What Does It Mean?	Example
Open-Ended Text Boxes	Type in respondent's verbatim response	B2
		or B18_age
Response Categories with Circles	One response can be coded	<input type="radio"/> 1. Never <input type="radio"/> 3. A few times a week <input type="radio"/> 5. Less than once a week <input type="radio"/> 2. Daily <input type="radio"/> 4. Once a week
Response Categories with Boxes	Multiple response categories can be selected	CODE ALL THAT APPLY. <input type="checkbox"/> 1. BRACE <input type="checkbox"/> 5. MODIFIED COMPUTER SOFTWARE <input type="checkbox"/> 10. SPECIAL SHOES/STOCKINGS <input type="checkbox"/> 2. CANE/CRUTCHES/WALKER <input type="checkbox"/> 7. HEARING AID/DEVICE <input type="checkbox"/> 6. OTHER <input type="checkbox"/> 3. WHEELCHAIR <input type="checkbox"/> 8. SPECIAL GLASSES <input type="checkbox"/> 4. MODIFIED COMPUTER HARDWARE <input type="checkbox"/> 9. SPECIAL CHAIR/BACK SUPPORT

The following screenshots highlight some of the key items addressed in the preceding table. The next three figures provide examples of the above conventions.

**MPR Shell for NBS4**  
Forms Answer Navigate Options Help

SEC\_NBS4 MPRContact.Review Appointment BreakOff Respondent

**MPRID: 30217151      RESPONDENT: Mike Smith**

Do you have any other physical or mental conditions that limit the kind or amount of **work or other daily activities** you can do? ← Emphasize text.

In other words, are there things you can't do as much or can't do at all that people the same age can? ← Interviewer probes, read if needed.

Daily activities include cooking, shopping, getting around the home, paying bills, or working at a job. ← Interviewer probes, read if needed.

1. YES       0. NO ← One response only.

B3  Yes

**MPR Shell for NBS4**  
Forms Answer Navigate Options Help

SEC\_NBS4 MPRContact.Review Appointment BreakOff Respondent

**MPRID: 30217151      RESPONDENT: Mike Smith**

What kind of special equipment do you use? ← Question text is read.

Anything else? ← Interview probe. On check all that apply items with unread response categories, interviewers should use this probe, in all cases.

**CODE ALL THAT APPLY.**

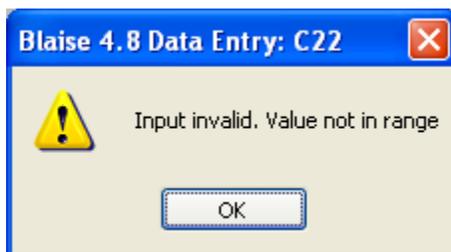
<input type="checkbox"/> 1. BRACE	<input type="checkbox"/> 5. MODIFIED COMPUTER SOFTWARE	<input type="checkbox"/> 10. SPECIAL SHOES/STOCKINGS
<input type="checkbox"/> 2. CANE/CRUTCHES/WALKER	<input type="checkbox"/> 7. HEARING AID/DEVICE	<input type="checkbox"/> 6. OTHER
<input type="checkbox"/> 3. WHEELCHAIR	<input type="checkbox"/> 8. SPECIAL GLASSES	
<input type="checkbox"/> 4. MODIFIED COMPUTER HARDWARE	<input type="checkbox"/> 9. SPECIAL CHAIR/BACK SUPPORT	<span style="color: red;">← Check all that apply response categories.</span>

C20e  
C20f  
C20g  
C20h  
C20i  
C22  Yes

C23  ← Enter the numeric value for each response provided, separating each value by a space.

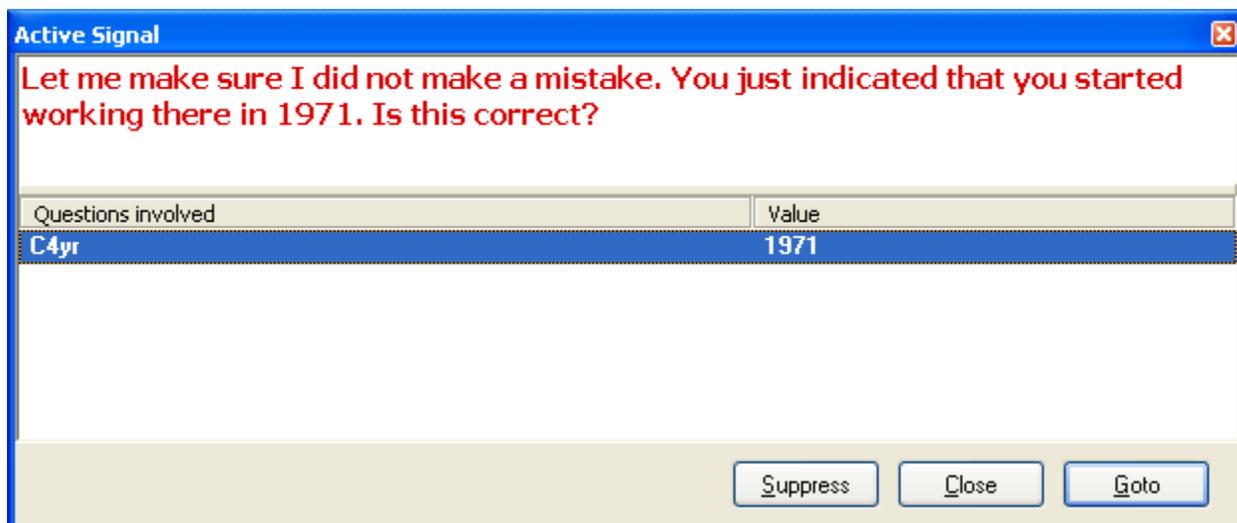
## Edit Checks

**1. Hard Edit.** A hard edit appears when a value or response is outside of a predetermined range. For example, a hard edit may appear if you accidentally enter a date that is in the future or if you enter an income amount in excess of a predetermined extreme value. Unlike soft edits, hard edits need to be addressed before you can continue to the next question.



If a hard edit appears and the response you entered is valid, enter the highest or lowest value allowed by the range. Then, leave a comment at the item-level by using the paper clip icon.

**2. Soft Edit.** Soft edits appear when there are inconsistencies in responses that are entered. For example, if a respondent reports that they worked in 2009 but then report that their job ended in 2008, a soft edit will appear. Similarly, as below, if a respondent provides an atypical response such as working in 1971, a soft edit will appear. Soft edits allow the interviewer to correct data entry errors and also allows the respondent to correct a response or confirm a response that he/she provided.



The interviewer first reads the soft error message in red. If the respondent verifies that the answer is correct, the interviewer clicks the “Suppress” button and will be advanced to the next appropriate question. If you need to change the answer to the current question, double click the question involved or click the question involved once to bold it and then click the “Goto” button.

## **APPENDIX B**

### **HOUSEHOLD SCREENER**

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## National Food Study – Household Screener

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0536-0068. The time required to complete this information collection is estimated to average less than 5 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

### INTRODUCTION

Hello. My name is [FILL NAME]. I work for Mathematica Policy Research and we're conducting a survey for the U.S. Department of Agriculture.

#### SHOW ID CARD

We recently sent a post card to this address explaining the survey, which is called the National Food Study.

#### 1. Did you get our post card?

- YES  
 NO  
 DON'T KNOW  
 REFUSED

#### OFFER THE STUDY BROCHURE

This study is about food in the United States. We are looking at the foods households get over the course of a week, in order to understand where households get food and how much they pay for food. This information will help the USDA improve its programs and ensure that all residents of the U.S. have access to a healthy diet at affordable prices.

The addresses we visit were scientifically selected to represent all households in the country. I am here to see if you are eligible and interested in participating.

Please accept this \$5 as a token of our appreciation for considering this important survey.

#### OFFER UNCONDITIONAL \$5 INCENTIVE

If your household is eligible and you participate you will receive \$100 or more for completing the survey activities.

I need to ask you some questions to find out if you are eligible for the survey. Eligibility is based on household size, program participation, and income. It will take less than 5 minutes to answer these questions.

Taking part is completely voluntary. We are required by law to use your information for statistical research only and to keep it confidential. Your responses will not have any effect on services you may receive or may apply for in the future.

Do you have any questions before we start?

### OBTAIN PERMISSION

#### 2. May I begin?

- YES  
 NO → PROVIDE MORE INFO ABOUT STUDY AND INCENTIVES. IF REFUSAL, THANK AND TERMINATE. STATUS ON CONTACT SHEET 220.

### VERIFY ADDRESS

#### 3. I have this address as [READ ADDRESS ON CONTACT SHEET]. Is that your exact address?

- YES. EXACTLY AS LISTED → GO TO Q.4  
 MOSTLY CORRECT, BUT NEEDS MINOR CHANGES → MAKE CHANGES ON CONTACT SHEET  
 INCORRECT ADDRESS → TERMINATE INTERVIEW AND FIND CORRECT ADDRESS

4. Is your mailing address the same as your street address? Do you get your mail sent to this address?

YES → GO TO Q.5

NO

DON'T KNOW

REFUSED

→ GO TO Q.5

4a. Please give me your complete mailing address (including apartment number).

STREET ADDRESS: \_\_\_\_\_

P.O. BOX OR RURAL ROUTE: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

5. ASK IF ADDRESS APPEARS TO BE A SINGLE-FAMILY DWELLING OR SINGLE DETACHED HOUSE, ELSE SKIP TO Q6. Are there any other housing units or living quarters—either occupied or vacant—at this address? A separate housing unit has either (1) direct access from the outside or from a common hallway, or (2) a kitchen or cooking equipment for the exclusive use of the occupants.

YES, ONE OTHER UNIT

YES, MORE THAN ONE OTHER UNIT

NO

DON'T KNOW

REFUSED

→ GO TO Q.6

5a. What is the exact address of the (first) unit or living quarters?

SAME

NOT SAME → WRITE ADDRESS BELOW

DON'T KNOW

REFUSED

→ GO TO Q.5b

1ST UNIT:

STREET ADDRESS: \_\_\_\_\_

P.O. BOX OR RURAL ROUTE: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

2ND UNIT:

STREET ADDRESS: \_\_\_\_\_

P.O. BOX OR RURAL ROUTE: \_\_\_\_\_

CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

**5b. Do the occupants of the additional units or living quarters live separately from the people in your household?**

YES → THIS IS A SEPARATE UNIT AND WILL BE ELIGIBLE FOR SELECTION IN A LATER SAMPLE RELEASE.

NO → THIS UNIT IS PART OF THE HOUSEHOLD. COUNT IN HOUSEHOLD SIZE.

**6. Do you or a member of your household live or stay at this address year round?**

YES → GO TO Q.7

NO

DON'T KNOW

REFUSED

→ GO TO Q.6a

**6a. How many months of the year do members of this household stay at this address?**

6 MONTHS OR MORE → GO TO Q.7

LESS THAN 6 MONTHS → TERMINATE. READ IF NECESSARY: This study only includes people at their permanent residence. Based on your responses, you are not eligible for the study at this time. STATUS ON CONTACT SHEET 024.

## HOUSEHOLD INFORMATION

**7. Including yourself, how many people live in your household? Don't forget to include babies, small children, and non-relatives who live here. Also include persons who usually live here but are temporarily away for reasons such as: vacation, traveling for work, or in the hospital. Do not include people living away at school.**

\_\_\_\_ NUMBER

DON'T KNOW

REFUSED

**8. Do all the people in your household live together and share food?**

YES → FILL HH SIZE BOX ON NEXT PAGE WITH Q.7 RESPONSE. SKIP TO Q.9

NO

**8a. How many people live together and share food?**

\_\_\_\_ NUMBER → ENTER IN HH SIZE BOX ON NEXT PAGE

DON'T KNOW

REFUSED

**INTERVIEWER: ENTER HH SIZE AND CHECK OPEN QUOTA GROUPS ON CONTACT SHEET**

HH SIZE	INCOME CATEGORY	OPEN QUOTA GROUPS			
		Group-A	Group-B	Group-C	Group-D
□	□	□	□	□	□

**9. From now on when we refer to your household we mean the [FILL HH SIZE] people that live together and share food. The next question is about your household's income. This card [SHOW INCOME SOURCES HAND CARD] lists types of income people receive. Please tell me which types of income are received by people in your household. SNAP BENEFITS ARE NOT COUNTED AS INCOME.**

- |   |   |
|---|---|
| 1 <input type="checkbox"/> EARNINGS FROM WORK             | 7 <input type="checkbox"/> CHILD SUPPORT                                  |
| 2 <input type="checkbox"/> UNEMPLOYMENT COMPENSATION      | 8 <input type="checkbox"/> ALIMONY  |
| 3 <input type="checkbox"/> WORKERS COMPENSATION           | 9 <input type="checkbox"/> CASH WELFARE (LIKE TANF OR GENERAL ASSISTANCE) |
| 4 <input type="checkbox"/> DISABILITY OR SSI              | 10 <input type="checkbox"/> INVESTMENT INCOME                             |
| 5 <input type="checkbox"/> SOCIAL SECURITY                | 11 <input type="checkbox"/> OTHER   |
| 6 <input type="checkbox"/> PENSIONS AND RETIREMENT INCOME | d <input type="checkbox"/> DON'T KNOW                                     |
|   | r <input type="checkbox"/> REFUSED  |

**10. Including your household's income from [LIST INCOME SOURCES IN Q9], which group (A, B or C) corresponds to your household total income before taxes? SHOW HAND CARD FOR THE HOUSEHOLD SIZE.**

- |                                       |   |
|---------------------------------------|---|
| 1 <input type="checkbox"/> GROUP A    | } → FILL INCOME GROUP BOX ABOVE AND GO TO NEXT PAGE |
| 2 <input type="checkbox"/> GROUP B    |   |
| 3 <input type="checkbox"/> GROUP C    |   |
| d <input type="checkbox"/> DON'T KNOW | } → GO TO Q.10a                                     |
| r <input type="checkbox"/> REFUSED    |   |

**10a. Was it [FILL-Q10a] or more last year?**

- 1  YES → GO TO Q.10b  
 0  NO → ENTER "A" IN INCOME CATEGORY BOX ABOVE  
 d  DON'T KNOW  
 r  REFUSED

**10b. Was it [FILL-Q10b] or more last year?**

- 1  YES → ENTER "C" IN INCOME CATEGORY BOX ABOVE  
 0  NO → ENTER "B" IN INCOME CATEGORY BOX ABOVE  
 d  DON'T KNOW  
 r  REFUSED

CATEGORIES FOR Q10a and Q10b		
HH Size	FILL-Q10a	FILL-Q10b
1	\$11,000	\$21,000
2	\$15,000	\$28,000
3	\$19,000	\$35,000
4	\$23,000	\$43,000
5	\$27,000	\$50,000
6	\$31,000	\$57,000
7	\$35,000	\$65,000
8+	\$39,000	\$72,000

**11. Do you or any member of your household currently receive [FILL STATE SNAP NAME]? This program puts money on an EBT card that you can use to buy food.**

- YES → GO TO INT CHECK #1
- NO
- DON'T KNOW
- REFUSED

**INTERVIEWER CHECK #1**

IS QUOTA GROUP D OPEN?

- YES → GO TO "ELIGIBLE" SECTION
- NO → GO TO "INTERVIEWER CHECK #2"

**INTERVIEWER CHECK #2:**

IS THE HOUSEHOLD'S INCOME CATEGORY AN OPEN QUOTA GROUP?

- YES → GO TO "ELIGIBLE" SECTION
- NO → GO TO "NOT ELIGIBLE" SECTION

FILL FOR QUESTION 11		
ROW	STATE	FILL STATE SNAP NAME
1	AL, AR, CT, IL, KY, LA, MS	SNAP
2	ND, NE, NM, PA, SC, SD, TX	SNAP
3	FL, KS, MI, OH	Food Assistance Program
4	AZ	Nutrition Assistance
5	CA	CalFresh
6	IN	Food Stamp or SNAP
7	NC	Food and Nutrition Services
8	NJ	NJ SNAP
9	NY	Food Stamps
10	WA	Basic Food
11	WI	FoodShare

**NOT ELIGIBLE CONTINUE HERE**

**Thank you for your time. I'm sorry your household is not eligible for the study.**

READ IF NECESSARY: In order to produce a representative sample we only take households with certain characteristics. Based on your responses you are not eligible at this time.

**22. May I have your name and telephone number in case my supervisor wants to confirm that I spoke with you?**

FIRST NAME: \_\_\_\_\_

LAST NAME: \_\_\_\_\_

TELEPHONE: (\_\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_  
Area Code

- NO TELEPHONE
- DON'T KNOW
- REFUSED

**23. WHAT LANGUAGE WAS USED FOR THIS INTERVIEW?**

- ENGLISH
- SPANISH
- KOREAN
- VIETNAMESE
- CHINESE
- TRANSLATED BY OTHER HH MEMBER

THANK AGAIN AND TERMINATE. STATUS ON CONTACT SHEET 023.

ELIGIBLE CONTINUE HERE

12. Are you the person who does most of the shopping for food in your household?

- 1  YES
- 0  NO
- d  DON'T KNOW
- r  REFUSED

13. Are you the person who does most of the planning or preparing of meals in your household?  
IF RESPONDENT ANSWERS "SOMETIMES" OR "50/50," ENTER YES.

- 1  YES
  - 0  NO
  - d  DON'T KNOW
  - r  REFUSED
- GO TO INTERVIEWER CHECK #3

**INTERVIEWER CHECK #3:**

IS RESPONDENT THE MEAL PLANNER OR FOOD SHOPPER?

- 1  YES → GO TO CONTACT INFORMATION
- 0  NO → GO TO Q.14

14. Your household is eligible to take part in the study, but I need to speak with the person who does most of the shopping for food in your household. What is the name of the person who does most of the shopping for food?

\_\_\_\_\_ FIRST NAME

15. Can I speak with [FILL Q.14 NAME]?

- 1  YES → GO TO NEW RESPONDENT INTRO
  - 0  NO
  - d  DON'T KNOW
  - r  REFUSED
- GO TO Q.16

16. What is the best telephone number to reach [FILL Q.14 NAME] at?

(\_\_\_\_\_) - \_\_\_\_ - \_\_\_\_\_  
Area Code

- 0  NO TELEPHONE
- d  DON'T KNOW
- r  REFUSED

As I mentioned, your household is eligible for the study, but I need to speak with the Food Shopper or Meal Planner. I'd like to schedule a time to come back.

IF PHONE NUMBER PROVIDED: I will call [FILL Q.14 NAME] at the phone number you provided to schedule a time to come back. When is a good time to call?

IF PHONE NUMBER NOT PROVIDED: When is a good time to come back?

WHEN YOU RETURN TO TALK TO THE RESPONDENT START AT THE NEW RESPONDENT INTRO ON PAGE 7.

**NEW RESPONDENT INTRO:**

Hello. My name is [FILL NAME]. I work for Mathematica Policy Research and we're conducting a survey for the U.S. Department of Agriculture. SHOW ID CARD.

We are looking at the foods households get over the course of a week in order to understand where households get food and how much they pay for food. This information will help the USDA improve its programs and ensure that all residents of the U.S. have access to a healthy diet at affordable prices.

The addresses we visit are scientifically selected to represent all households in the country. Taking part is completely voluntary. We are required by law to use your information for statistical research only and to keep it confidential. Your responses will not have any effect on services you may receive or may apply for in the future.

GO TO CONTACT INFORMATION

**CONTACT INFORMATION:**

Your household is eligible for this study! In this study, you will be asked to complete one 30-minute interview and one 35-minute interview, and keep track of foods you get during the week. You will receive a \$100 check at the end of the week. You will also receive up to three (3) \$10 gift cards, one for each time you call us to report the foods you get during the week. Other members of your household can receive gift cards if they report the foods they get during the week.

I'd like to get your contact information before we continue.

**17. What is your name?**

\_\_\_\_\_ FIRST NAME

**18. What is the best telephone number to reach you at?**

(\_\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_  
Area Code

- o  NO TELEPHONE
  - d  DON'T KNOW
  - r  REFUSED
- } → SKIP TO Q.20

**19. Is there another number where you can be reached?**

(\_\_\_\_\_) - \_\_\_\_\_ - \_\_\_\_\_  
Area Code

- o  NO TELEPHONE
- d  DON'T KNOW
- r  REFUSED

**20. What language would you be most comfortable using for our interviews?**

- 1  ENGLISH
- 2  SPANISH
- 3  KOREAN
- 4  VIETNAMESE
- 5  OTHER (SPECIFY) \_\_\_\_\_

**21. Do you have time now to discuss the study and learn about what you'll be doing for the week? This will take a little over an hour.**

- 1  YES → CONTINUE TO INITIAL INTERVIEW AND TRAINING. STATUS ON CONTACT SHEET 021.
- 2  NO → NO. SCHEDULE ALTERNATIVE TIME FOR INTIAL INTERVIEW AND TRAINING. STATUS ON CONTACT SHEET 021.
- 3  NO → REFUSED TO PARTICIPATE. GO TO LAST PAGE (Q.24). STATUS ON CONTACT SHEET 022.

**REFUSALS**

**COMPLETE THIS SECTION ONLY IF THE HOUSEHOLD IS ELIGIBLE AND REFUSES TO TAKE PART.**

I respect your decision not to take part in this study. I would like to ask a few questions that will provide us with information about households that choose not to participate. This will help us better understand food choices by all households in this area. I remind you that we are required by law to use your information for statistical research only and to keep it confidential. The law prohibits us from giving anyone any information that may identify you or your household.

**24. May I begin?**

- YES
- NO → TERMINATE

**25. Where do you do most of your food shopping?**

PROBE: Where do you spend the most money shopping for food?

NAME OF STORE:

\_\_\_\_\_

**25a. ASK IF NECESSARY: What type of store is that?**  
READ CATEGORIES IF NECESSARY

- SUPERMARKET
- SMALL GROCERY STORE
- CONVENIENCE STORE  
(7-11 OR MINIMART)
- DOLLAR STORE
- DISCOUNT OR BIG BOX STORE  
(K MART, TARGET, OR WALMART)
- WHOLESALE CLUB  
(COSTCO, BJ'S OR SAM'S CLUB)
- OTHER
- DON'T KNOW
- REFUSED

**26. In the past 30 days did you or anyone in your household get any food from a...**

	YES	NO	DON'T KNOW	REF
a. Supermarket	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Small grocery store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Convenience store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Dollar store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Discount or big box store (Kmart, Target, or Walmart)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Wholesale club (Costco, BJ's, or Sam's Club)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Bakeries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Meat or fish markets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i. Produce store or vegetable stand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j. Pharmacy or drug store	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. Food pantry or food bank	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**27. How many people in your household are...**

	NUM	DON'T KNOW	REF
Under age.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Age 5-9.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Age 10-13.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Age 14-18.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Over 18 years old.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>

**28. How many people over 18 years old in your household are...**

	NUM	DON'T KNOW	REF
Employed full time.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Employed part time.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Disabled and unable to work.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>
Retired.....	# _____	<input type="checkbox"/>	<input type="checkbox"/>

Those are all the questions I have. Thank you for your time. If you change your mind about taking part in the study, please call us at the toll-free number on the brochure. Have a nice day!

**APPENDIX C**

**INITIAL INTERVIEW**

**QUESTION- BY- QUESTION SPECIFICATIONS**

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## INITIAL INTERVIEW QUESTION- BY- QUESTION SPECIFICATIONS

Item	Specification
A_INTRO and A1	During the screener you asked how many people live in the household. Here, you ask for the names of each household member and enter all household members into the system. You enter all the names so that you can refer to people by name when asking questions throughout the survey.
A2.	If respondent identifies a person as having another place to live or sleep, and is not sure where they live/sleep “most” of the time, check YES for this person. Pause, as needed, to allow the respondent to think about the question carefully.
A2b. to A2d.	These questions are designed to identify people who don’t live or sleep in this home most of the time, and to determine where they usually live and if they will be a part of the household during the study week. Their answers to these three questions will determine if they get counted in the household for purposes of this study and if they should get a food book.
A3. series	These items seek to refine, if needed, the total number of people identified as living or staying in this household. CAPI will modify the number of household members based on the responses to these items and will produce a final list of household members after this series.
A3b1.	A <b>lodger</b> is a tenant in someone’s house who pays to stay there. A <b>boarder</b> is a tenant in someone’s house and pays for meals as well as lodging.  Examples of <b>employees</b> who live on the premises include: nannies, housekeepers, nurses, gardeners, cooks, or other types of support staff.
A5.	The respondent will select the appropriate answer from the options given. However, the respondent may ask you to define some of the relationship categories, so he/she is better able to pick the correct option.  <u>Use code 2</u> (Unmarried partner) for any person (regardless of sex) who is not related to the reference person, shares living quarters with the reference person <i>because they have a close personal relationship</i> , and may or may not be related to another person in the household.  <u>Use code 3</u> (Child) for all children of the reference person, including natural-born (biological), adopted, and stepchildren (sons and daughters).  <u>Use code 9</u> (Housemate/Roommate) for any person (regardless of sex) who is not related to the reference person, shares living quarters with the reference person <i>primarily to reduce expenses</i> , and may or may not be related to another person in the household.  <u>Use code 10</u> (Roomer/Boarder) for any person who is not related to the reference person, occupies a room or rooms in the reference person’s house and pays rent for the room(s), may or may not receive meals from the reference person, and may or may not be related to another person in the household.  Persons with relationship <u>codes 11</u> (Other non-relative of the reference person) may or may not have their own relatives in the household.
A6. and A6a.	Age is the person’s age on their last birthday. For children under the age of 18, we also ask for month and year of birth. Note, CAPI will prompt for a 4-digit year of birth.
A7.	This question is about ethnic origin. Origin is the heritage, nationality, lineage, or country of birth of the person, his/her parents, or his/her ancestors before they came to the United States. There is no rule on

	<p>how many generations to consider. A person’s origin may be based on his/her own characteristics (heritage, nationality, etc.), or it can be based on those of a far removed ancestor.</p> <p>It is very important to remember that “origin” does not have the same meaning as “race,” even though respondents may use these two terms interchangeably. People who report their origin as Spanish, Hispanic, or Latino may be of any race.</p> <p>For a “yes” response, prompt if necessary to identify which group the person most closely identifies.</p>
<p>A8.</p>	<p>This question is asking what race or races the person considers him/herself to be. When you ask the race question, you are not looking for the color of a person’s skin. You are looking for the racial group or groups with which the person most closely identifies. Make the hand card available, if needed. Respondents can choose all the categories they feel apply for each household member.</p> <p>Do not read “OTHER” because we prefer respondents to answer according to one of the five main race categories. The “Other” category is there for the field interviewer to use if the respondent provides a category that is not in the list.</p> <p><b>White:</b> A person with origins in any of the original peoples of Europe, the Middle East, or North Africa.</p> <p><b>Black or African American:</b> A person with origins in any of the black racial groups of Africa.</p> <p><b>Asian:</b> A person with origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam.</p> <p><b>Native Hawaiian or Other Pacific Islander:</b> A person with origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands.</p> <p><b>American Indian or Alaska Native:</b> A person with origins in any of the original peoples of North and South America (including Central America), and who maintains tribal affiliation or community attachment.</p>
<p>A8a.</p>	<p>If the respondent reports race is Asian, you ask this question to identify the specific Asian group.</p>
<p>A9., A9a., and A9b.</p>	<p>A disability is generally defined as a specific physical or mental condition that prevents an individual from working. For the purpose of this study, we are trying to determine if the respondent will be able to complete the study requirements without assistance. Never assume that a person is or is not capable of completing the study activities. The three questions ask about difficulty using the telephone, difficulty writing with a pen or pencil, and difficulty concentrating or remembering. These are things that can make it difficult for the respondent to complete the food book. If you get a yes response to any of these questions, CAPI will ask you to identify a person who can help the respondent during the study week.</p>

A10.	<p>If the reference person is still in school, report the highest level completed or degree received. If the reference person is in a special school (such as schools for the handicapped) try to get the regular school equivalent grade from the respondent. Use the following information for difficult cases:</p> <p><b>(11) LESS THAN 1ST GRADE:</b> Refers to persons who attended but did not complete a year of school as well as persons who have completed only kindergarten or nursery school, or who have never attended school.</p> <p><b>(18) 12TH GRADE, NO DIPLOMA:</b> Refers to persons that completed the 12th grade but did not receive a diploma or high school equivalency credentials (such as GED) and did not attend college.</p> <p><b>(19) HIGH SCHOOL GRADUATE WITH DIPLOMA:</b> Refers to persons who graduated from high school and received a high school diploma.</p> <p><b>(20) HIGH SCHOOL GRADUATE WITH GED OR EQUIVALENT:</b> Refers to persons who achieved "high school equivalency credentials" if they have not attended college.</p> <p><b>(23) BACHELOR'S DEGREE:</b> Refers to persons that received a bachelor's degree. In the United States a bachelor's degree is awarded for a completing four years of college courses. In other countries a bachelor's degree may be awarded for two to six years of college courses.</p> <p><b>(24) MASTER'S OR HIGHER DEGREE:</b> Includes: (1) <i>Master's level degrees</i>, such as MA (Master of Arts), MBA (Master of Business Administration), MSW (Master of Social Work); and (2) <i>Doctoral degrees</i>, such as PhD, EdD (Doctor of Education), MD (doctor of medicine), and professional degrees in dentistry, chiropractic medicine, optometry, osteopathic medicine, pharmacy, podiatry, veterinary medicine, law (JD), or theology.</p>
A11. series	<p>This series obtains the marital status of all adults in the household and identifies each spouse, if spouses are part of the household. Since you ask about each adult, you will already know the marital status of a spouse when you get to their name. In this case, just confirm the marital status as you record it.</p>
A12. series	<p>This series is about employment status for everyone in the household over age 16 (both paid and unpaid work is counted).</p> <p>A12c is an open-ended question, where does the household member usually get food when at work. You need to listen to the response (probe for clarification if needed) and select the appropriate answer for the available categories. Emphasize this question is asking about food obtained while <i>at work</i>.</p>
A13.	<p>A migrant or seasonal farm worker is defined as someone who leaves his/her country to plant, cultivate, harvest, and pack fruits, vegetables and nuts in the U.S.</p>
Q1_1	<p>SNAP is the Supplemental Nutrition Assistance Program, which used to be called food stamps. Some States call this program SNAP, some call it food stamps, and some States have other names for the same program.</p>
B1.	<p>This question asks for the date that SNAP benefits were loaded into his/her account or available for use.</p>
B4. and B4a.	<p>These items will only appear in CAPI for relevant regions of the country.</p>
B5.	<p>Emphasis is on the <i>current</i> point in time, not whether or not the child is enrolled in school at this time in general. If school is on break, the response would be "no" and the reason why the child is not in school is captured in the follow-up item (B5a).</p> <p>Record the level of school and probe if necessary. We do not ask for grade because various grades may be in different types of school (for example, middle or junior high) in different regions of the country.</p>

B7.	A complete lunch typically includes an entrée, fruits and vegetables, and milk. The cost is the same every day and some children are eligible for free or reduced-price meals.
B9.	If child goes to different places on different days or weeks, select the response that best captures the place he/she goes most of the time.
B11	This question refers to formal child care services which are paid for by the household. Child care can be provided at after school programs, by nannies, au pairs or other personalized services. Child care does not include bartered services (e.g. a neighbor watches your child on Mondays and Wednesdays and you watch the neighbor's child on Tuesdays and Thursdays).  <b>Head Start</b> is a program from the United States Department of Health and Human Services, which provides education, health and nutrition, and parent involvement services to low-income families with children ages 3 and older, or children with disabilities. <b>Early Head Start</b> is a Head Start program for children 0 to 3 years old.
B11a. and B11b.	Do not include meals and snacks provided by the parents/guardians but served to the child during child care.
B14.	WIC is the <b>Special Supplemental Nutrition Program for Women, Infants and Children</b> . This program is run by the United States Department of Agriculture (USDA). WIC provides nutritious foods to low-income pregnant women, breastfeeding women, and infants and children under the age of five. WIC participants receive monthly checks or vouchers that they redeem for food at grocery stores. In some states, WIC benefits are provided on an EBT card.
B14c.	If a respondent has been receiving benefits over a long period of time (such as on and off for past 6 years) because they have had multiple children over this time, you want to ask them to think only about how many months with this pregnancy or since they were pregnant with their youngest child. We will determine how long the child has been on WIC when his/her name is inserted in this question.
B15.	<b>"Meals on Wheels"</b> is a national program for senior nutrition that brings meals to elderly persons either in their homes or at a local senior center.
B16.	An <b>adult day care center</b> , also commonly known as adult day services, is a non-residential facility specializing in providing activities for elderly and/or handicapped individuals. Most centers operate 10-12 hours per day and provide meals, social/recreational outings, and general supervision.
C1.	You will select the store from a drop down list of stores in the area. Some stores have more than one location, so you need to ask which location in order to select the correct store. If the store they shop at most is not on the list, select the 99998 code "Not on list" and enter the name and location of the store in C1_Specify.
C1_1.	If respondent does not know full address of the supermarket, probe for as much detail as is known.
C1a.	A hand card is available for this item if needed.
C2. and C2a.	You will first type in the reason for not shopping at a supermarket verbatim, then select the code(s) that apply to the response. You may select more than one code.
C3.	You will select the store from a drop down list of stores in the area. Some stores have more than one location, so you need to ask which location in order to select the correct store. If the store they shop at most is not on the list, select the 99998 code "Not on list" and enter the name and location of the store in C3_Specify.
C3_1.	If respondent does not know full address of the supermarket, enter the street name and city.

C3a.	A hand card is available for this item if needed.
C6.	<p>A <b>food bank</b> is a non-profit, charitable organization that distributes mostly donated food to a wide variety of agencies that in turn feed the hungry. After sorting and inventory, a food bank distributes the food to non-profit community or government agencies, including but not limited to food pantries, soup kitchens, homeless shelters, orphanages, and schools.</p> <p>A <b>food pantry</b> is a service that provides food to people in need. It's run by a nonprofit organization such as a church group. Food pantries receive, buy, store and distribute food.</p>
C7.	If respondent has a section of a garden in a community plot, enter "yes."
C9.	A <b>Farmer's Market</b> is where local farmers can sell their produce and products directly to consumers. They are usually found outdoors in public spaces.
C14.	If respondent says that some household members went out together for dinner it counts, even if all household members did not go out together.

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**APPENDIX D**

**FINAL INTERVIEW**

**QUESTION- BY- QUESTION SPECIFICATIONS**

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## FINAL INTERVIEW QUESTION- BY- QUESTION SPECIFICATIONS

Item	Specification
A1.	<i>Preparing</i> food may include cooking, mixing raw ingredients (for example, in a salad or sandwich), and heating up frozen foods (such as vegetables when they are part of a meal). <i>Do not</i> include heating up leftovers.
A2.	This includes meals eaten at home and away from home. Meals in this question include breakfast, lunch and dinner. There is a soft edit here for any number over 21 meals (or more than 3 meals per day).
A3. series	The purpose of this series is to determine if there were additional people eating from the household food supply during the study week. This will help explain household food expenditures during the week. You will be asked to identify the days of the week when guests were present, how many guests were at the home each day, and which meals these guests consumed.
A3.	A guest is defined as any non-household member who visits the home. This includes relatives and non-relatives.
A3a.	If the respondent had guests that stayed for multiple days, record the total number of days.
A3c.	For each day listed in A3b you will be asked to record which meals guests ate on that day.
A3d.	For each meal listed in A3c you will be asked to record the number of guests who had that meal.
A3e.	This question is used to confirm that all guests are accounted for.
B3. series	Healthy foods are whatever foods the respondent feels are “healthy” or good for them. Healthy foods are foods believed to be beneficial to health and are normally foods that are low in fat and saturated fat, and foods that contain limited amounts of cholesterol and sodium. Remember that these are opinion-based questions. Emphasize, if needed, that there are no right or wrong answers.
B4.	<b>MyPlate</b> is the most recent food guide established by the U.S. Department of Agriculture. It emphasizes weight management, physical activity, and moderation. MyPlate provides healthy eating tips along with simple food lists for each food group.
B5.	<b>My Pyramid</b> is the updated version of the Food Pyramid, established by the U.S. Department of Agriculture. It stresses moderation and physical activity. It also allows individuals to go online and develop a personalized nutrition plan.
B5a.	The <b>Food Pyramid</b> (also known as the <b>Food Guide Pyramid</b> ) is published by the United States Department of Agriculture and suggests the optimal serving guidelines for each various food categories (e.g. Carbohydrates, Fruits, Vegetables, Dairy, Protein, and Fats and Oils).
B11.	A <b>Nutrition Facts Panel</b> is found on most pre-packaged foods and details the nutritional content of the food. This includes the amount of calories, carbohydrates, sugars, fats, and vitamins per serving size. A hand card with an example of a Nutrition Facts Panel is available if needed.
C1. and C2.	A <b>vegetarian</b> is a person who does not eat meat. There are personal variations (such as someone who considers their self a vegetarian even though they eat fish). The purpose of this question is to see if the respondent considers their self to be a vegetarian.

C2b.	<b>Lactose intolerance</b> occurs in individuals whose bodies cannot break down the sugar in milk, which is called lactose. This is different from a food allergy. Those who are lactose intolerant do not usually have dairy and milk products in their diets.
C3.	A food allergy is a reaction causing a skin rash, hives, difficulty breathing, wheezing, or itching of the eyes, mouth, throat or skin. Respondents should not include foods they choose not to eat (or “can’t eat”) for non-allergic reasons (e.g. upsets their stomach, causes heartburn, etc).
C3b.	A hand card is available for this item if needed. The “other” category should be used to capture any other foods or types of food that household members are allergic to.
D2.	We are interested if anyone living in the household <i>currently</i> smokes cigarettes, cigars, or pipes. If a household member used to smoke but does not smoke anymore, record as “no.”
D3_HEIGHT and D4_WEIGHT.	<p>We allow responses in English (feet, inches, and pounds) and metric (meters, centimeters, and kilograms) measurements to accommodate respondents who may be more accustomed to using the metric system. Please note that the height and weight section contains several "gate" questions which require the interviewer to indicate whether the response will be entered in feet and inches or in meters and centimeters and whether the weight response will be entered in pounds or kilograms. Care must be taken in entering the response to the "gate" questions. For example, if the interviewer mistakenly enters a "2" in a "gate" question indicating that the weight response will be entered in kilograms, and actually enters the weight as 150 pounds, the household member’s final calculated weight will be 2.2 x 150 or 330 pounds.</p> <p>If the response to height is entered in feet and inches, follow these rules for recording the response:</p> <p><u>If the respondent answers in feet only</u>, probe for inches. If the respondent still states height in feet (for example, “exactly 5 feet”), record the answer as 5 feet, 0 inches.</p> <p><u>If the height is stated as a fraction</u> (for example, “5 and ½ feet), record the answer in feet and inches (5 feet, 6 inches). If inches are stated as a fraction measurement, round the fraction to the nearest inch.</p> <p><u>Probe a “don’t know” response</u> by asking, “how tall was (household member) the last time s/he was measured?” A best estimate is fine.</p> <p>Note that there is <u>slightly different language used for children</u> under age 2.</p> <p>Respondents are allowed to report their weight verbally (in which case, the interviewer records the information as normal) or the respondent can enter his or her weight directly into CAPI. Offer this option to all respondents. This is allowed because questions about weight are sensitive and it is important to record household weights as accurately as possible. If the respondent prefers to enter the weight directly into CAPI, select “By Respondent” under D4_Method, then turn your computer to face the respondent and instruct the respondent to enter his/her weight using the keypad and press “enter”. The respondent may enter weight for any family member this way.</p>
E. Series	<p>The food security section addresses food availability and food sufficiency in the household during the past 30 days. These questions may be sensitive for some households. Be sure to administer these questions in the same neutral tone as other items in the survey.</p> <p>Some respondents will not receive the entire series of questions depending on their response to early questions in the series. CAPI will direct you to the proper question based on their responses.</p>
E4.	A balanced meal contains foods from different food groups, as recommended by the food pyramid.

E5a.	If the respondent provides a range (e.g. “2-5 days”) prompt them for a specific number of days, even if it is an estimate.
E9a.	If the respondent provides a range (e.g. “2-5 days”) prompt them for a specific number of days, even if it is an estimate.
F2b.	<b>Take-home pay</b> is the amount that an individual earns from work after taxes and other deductions (such as union dues, insurance premiums, and contributions to retirement plans). This is the amount of their paycheck.
F4.	Most <b>welfare</b> comes from the Temporary Assistance for Needy Families (TANF) program (states may have different names for TANF) or from General Assistance, General Relief or the GA program. These programs provide financial assistance to people with little or no income.  <b>Child support</b> includes payments paid by a former husband, wife, or parent of a child living in the household. Child support payments paid through a welfare agency or court should be included.  <b>Alimony</b> is court-ordered support paid by one spouse to another after they are separated.
F5.	Include retirement income from pension payments, retirement account withdrawals, and Social Security Retirement Benefit (SSA) payments. SSA is received by persons who have worked long enough and had enough Social Security deductions taken from their salary to be entitled to payments. These payments may be made to the spouse or dependent children of a covered worker.  Include income from Social Security Disability Benefit (SSDI) payments which are received by persons who cannot work because of a medical condition. Also include: (1) black lung benefits; (2) workers compensation; and (3) Supplemental Security Income (SSI).
F5c1.	<b>Investment income</b> includes money earned from: (1) rental properties; (2) interest, dividends and capital gains; and (3) trust fund payments.
F9 and F9a.	<b>Checking account:</b> a bank account against which the depositor can draw checks that are payable on demand.  <b>Saving account:</b> a bank account that accumulates interest.
G_INTRO	<b>Household expenses</b> include any money paid for the place where you live, including mortgage, utilities, and maintenance or upkeep of your living quarters.
G1a.	This is the amount <i>actually paid</i> for rent. This amount may be different from the total rent if the respondent receives a rent subsidy.
G1c.	<b>Public housing</b> is property owned by a local or state government, or the Federal government, which provide affordable rental housing to eligible low-income families, the elderly, and persons with disabilities.
G1d.	A <b>housing subsidy</b> is a form of financial assistance given by the government (Federal, state, or local) to help people pay for housing expenses (such as rent).
G5.	Leasing a vehicle gives a person (the lessee) the full and exclusive use of a motor vehicle for a fixed period of time, while the person makes monthly payments. The lessee does not have any ownership rights of the vehicle.

G8.	<p>This question is about average monthly expense for gasoline and other auto fuels. Some respondents might report an amount “per fill-up.” If so, ask them to estimate the number of fill-ups per month and perform the appropriate calculation.</p> <p><b>Gasohol</b> is a gasoline substitute consisting of 90% gasoline and 10% grain alcohol from corn.</p>
G9.	<p>We are interested in <i>usual</i> toll expenses. Do not include tolls paid on vacation trips or tolls that are reimbursable business expenses. <b>Electronic toll passes</b> are paid by using a transponder that is read each time the vehicle passes through a toll gate and the amount is deducted from the driver’s account (e.g. EZ Pass, Smart Tag, Sun Pass, etc.).</p>
G20.	<p>This question is about <b>court ordered</b> support. If someone provides financial support, but the support is not court ordered, enter a zero for the response.</p>
H2.	<p>For this question, “family” includes extended family. The respondent <i>should</i> say yes if a family member outside the household has been diagnosed with a major illness or disability.</p>
H3.	<p>Remember that promotions and job changes within the same company should be counted.</p>
I. series	<p>This series is asked for each adult (age 18+) in the household. We are trying to determine if household members were born in the state of their current residence, the state of their previous residence, some other state, or outside the United States. Individuals born outside the United States will be asked if they are US Citizens. Some people may consider this a sensitive question, so be sure to ask in a neutral tone.</p>
I1.	<p>Enter the month and year the household member moved into their present address (e.g. March 2002), <i>do not</i> enter the number of years he/she has lived at this address. If the respondent reports that they have always lived at this residence, record “always lived here”.</p>
I2.	<p>Remember we are not compiling a complete list of previous residences. We only want information on the household member’s current address and their immediately previous address.</p>

**APPENDIX E**  
**FIELD INTERVIEWER TRAINING SCRIPT**

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## SCRIPT FOR INITIAL VISIT

START COMPUTER	<p>I am going to let my computer startup while we cover some preliminary items.</p> <p>First I'd like to review the consent form with you. Then, I'll ask you to read and sign the form to show that that you agree to take part in the study.</p>
<p><b>CONSENT FORM</b></p> <p>POINT TO EACH SECTION AS YOU READ SCRIPT</p>	<ul style="list-style-type: none"> <li>• The top of the form explains the <b>sponsor</b> and <b>purpose of the study</b>.</li> <li>• <b>Procedures to follow</b> explains what we will ask you to do for the study. <b>READ SECTION.</b></li> <li>• <b>Incentives for participation</b> explains the incentives that your household will receive. <b>READ SECTION.</b></li> <li>• The back page explains that <b>participation is voluntary</b>, there are <b>no discomforts or risk</b> from participation, and you can choose to <b>terminate or withdraw</b> from the study at any time. <b>READ TERMINATION SECTION 2ND SENTENCE.</b></li> <li>• The <b>statement of confidentiality</b> explains that all information that you provide will be kept private and will be used only for statistical purposes. <b>READ 2ND SENTENCE.</b> The box explains that if we release your name or other information that identifies you, we could be subject to a jail term or fines.</li> <li>• <b>Use of administrative data</b> explains that we may obtain information about you from State agencies that run food assistance programs. You do not need to agree to this to take part in the study. If you agree, you should initial here. <b>POINT TO USE OF ADMINISTRATIVE DATA AND READ 1ST SENTENCE.</b></li> </ul> <p>Take some time and read through the form. Please tell me if you would like me to read all or part of this to you. If you agree to take part in the study, sign both copies. <b>POINT TO SIGNATURE LINE.</b> You keep one copy and I will take the other.</p> <p>Now I'm going to play a video that explains the purpose of the study in more detail. If you have any questions during the video, just let me know and we can pause it.</p>
START VIDEO; PAUSE AT 2:00*	
<b>COMPLETE INITIAL INTERVIEW</b>	I'm going to interview you by reading questions from the computer and entering your responses in the computer. Do you have any questions before we begin?
AFTER INITIAL INTERVIEW	The next part of the video explains what we would like you to do for the next week. We ask you to keep track of all the foods and drinks that you get. The video explains how to use this book. <b>HAND PRIMARY RESPONDENT BOOK TO RESPONDENT.</b> Use the book to follow along with the video.
PLAY VIDEO TO 7:45	

\*All video times correspond to the English version.

<p><b>DAILY LIST PRACTICE</b></p>	<p>Before we practice a Daily List page, I'd like you to write your name on the book and read and sign the consent.</p> <p>Now we'll complete a practice page to see if you have any questions about the Daily List. Remember that you will use the Daily List to tell us about the <b>places</b> where you got food. Write the names of places, <u>do not</u> write the foods and drinks that you got.</p> <p>Did you get any food from any places yesterday? <b>IF NO, ASK ABOUT DAY BEFORE YESTERDAY.</b></p> <p>Use the practice page to write the places where you got food.</p> <p><b>IF R DOES NOT LIST SOMETHING IN SECTIONS A &amp; B, PROBE FOR PLACES WHERE THEY MIGHT GET FOOD TO LIST IN THOSE SECTIONS. EXPLAIN THAT THIS IS JUST AN EXAMPLE AND NOT PART OF THE STUDY WEEK.</b></p> <p><b>AFTER COMPLETING PRACTICE PAGE, USE 2 OR 3 EXAMPLES OF LOCAL PLACES AND ASK RESPONDENT WHERE THEY WOULD WRITE THAT PLACE ON THE DAILY LIST.</b></p> <p>Now I'll restart the video and we'll learn about the next section of the book.</p>
<p>PLAY VIDEO TO 13:30</p>	
<p><b>RED PAGE PRACTICE</b></p>	<p>Now let's go through an example Red Page together to see if you have any questions.</p> <p>Here is a McDonald's receipt and pictures of items purchased for two people.</p> <p><b>IF HHSIZE=1:</b> Let's pretend that you and I went to lunch and you paid for both of our lunches. Go ahead and complete the Red page. <b>RESPONDENT SHOULD LIST ALL FOODS AND DRINKS, THE TOTAL AMOUNT PAID, AND INDICATE THAT THEY BOUGHT FOOD FOR 1 PERSON NOT IN THE HOUSEHOLD.</b></p> <p><b>IF HHSIZE&gt;1:</b> Let's pretend that you and [NAME OF OTHER PERSON IN HOUSEHOLD] went to lunch together. Go ahead and complete the Red page.</p> <p>It's okay if you can't fill out everything in this practice. Do you have any questions about the Red page? <b>SHOW THE MODEL RED PAGE W/RECEIPT TO CONFIRM THAT RESPONDENT DID IT CORRECTLY OR TO SHOW THEM HOW TO IMPROVE.</b></p> <p>How would you complete the page differently if you did not have the receipt? <b>SHOW THE MODEL RED PAGE WITHOUT RECEIPT.</b></p> <p>I have two completed Red pages to show you perfect examples of completed Red pages. The next section of the video is about Blue pages.</p>
<p>PLAY VIDEO TO 23:30</p>	
<p><b>BLUE PAGE PRACTICE</b></p>	<p>Did you see any mistakes in the video? The person in the video wrote Progresso Chicken Noodle on the bottom of her Blue page. This was a mistake. She should have written "Progresso Chicken Noodle Soup" so that we know exactly what the item is.</p> <p>Now we'll do one practice Blue page all the way through, just like in the video. I brought a bag of groceries and a receipt with me so that you can practice. Let's start with the step-by-step guide across from the Blue page.</p>

<p>DON'T FORGET TO SCAN END OF TRAINING BARCODE</p>	<p><b>ALLOW RESPONDENT TO FOLLOW THE STEP-BY-STEP GUIDE ON HIS/HER OWN. OFFER ASSISTANCE AND ANSWER QUESTIONS AS NEEDED.</b></p> <p>Do you have any questions about the Blue page? <b>SHOW THE MODEL BLUE PAGE AND PROVIDE GUIDANCE ON THINGS RESPONDENT MISSED, IF APPLICABLE.</b></p> <p>I'm scanning a barcode to indicate that we have finished the training and that all the barcodes that you scan next will be items you get during the week <b>SCAN END OF TRAINING BARCODE ON CHECKLIST.</b></p> <p>If you <b>(or other household members)</b> want to practice scanning during the week just scan the practice barcode first so that we know you are practicing. <b>SHOW RESPONDENT THE PRACTICE BARCODE ON THE "HOW TO USE THE SCANNER" PAGE.</b></p> <p>Now we'll finish the video.</p>
<p>PLAY VIDEO TO END</p>	
<p>ADULT AND YOUTH BOOKS</p>	<p>I have Adult and Youth Books for other members of your household. Please ask all adults over age 18 to read and sign the cover of the book to show that they are willing to take part in the study. A parent or guardian should sign the Youth Book on behalf of children under age 18.</p>
<p><b>CALENDAR MAGNET</b></p> <p><u>WRITE:</u></p> <p>1.DAYS OF WEEK 2.YOUR NAME 3.YOUR PHONE# 4.DAY 8 APPT 5.DATES ON BACK OF FOOD BOOK</p>	<p>I have a magnet to help you remember what happens during the week. The study lasts 7 days starting tomorrow. <b>WRITE DAYS AND YOUR CONTACT INFORMATION.</b></p> <ul style="list-style-type: none"> <li>• Tomorrow is Day 1, the first day of the study. Starting tomorrow, you <b>(and other members of your household)</b> will track the foods and drinks you get.</li> <li>• On Days 2, 5, and 7, <b>READ DAYS OF WEEK ON CALENDAR,</b> we would like you to call our toll-free number to tell us what your household has recorded in your book up to that point. These calls usually last 15 minutes, and you receive \$10 for each time you call us (a maximum of \$30 for three calls).</li> <li>• On the 8th day, I will come back to pick up all of the study materials, conduct a final interview, and give you your check and gift cards. I'd like to make an appointment now. Do you know when we can meet on <b>DAY 8?</b></li> </ul> <p>You can put this magnet on your refrigerator to remind you to call in. Do you have any questions about the schedule?</p> <p>Before we move on, I'm going to copy the days and dates from the calendar to the back page of the food book(s).</p>
<p><b>MEALS AND SNACKS FORM</b></p>	<p>Probably the easiest thing that you will do for us is to fill out the <b>Meals and Snacks Form. SHOW FORM.</b></p> <p>I'd like you to write the names of each member of your household on this form. <b>WAIT WHILE RESPONDENT WRITES NAMES IN FIRST COLUMN.</b></p> <ul style="list-style-type: none"> <li>• On this form, check the boxes to show which meals and snacks each person <i>ate</i>. This is the only form where we ask what you ate. All other forms ask about what you get, not what you eat.</li> <li>• If someone did not eat a meal, you leave that box blank. For example, if you skipped lunch on Tuesday, do not check the box for lunch on Tuesday.</li> </ul>

<b>MEALS AND SNACKS FORM</b> (continued)	<ul style="list-style-type: none"> <li>We have some instructions here to help you use the form. <b>POINT TO INSTRUCTIONS ON BOTTOM.</b></li> </ul> <p>We explain that:</p> <ul style="list-style-type: none"> <li>Breakfast, lunch, and dinner are whenever you normally have them. If you eat breakfast at noon, check breakfast.</li> <li>For snacks, we want to know if you had <u>any</u> snack within each of three time periods. Morning is before noon, afternoon is from noon to 6 pm, evening is from 6 pm to midnight. If you have two snacks in the evening, you just check the box once.</li> </ul> <p>You should fill this out at the end of each day. You can use the magnet to put this form on your refrigerator so that you remember it.</p>									
<b>INCOME WORKSHEET</b>	<p>This is the last form that I have for you. It is a worksheet that you can fill out at any time during the week.</p> <p>When I return at the end of the week, I am going to do another interview with the computer. One of the topics is your household income. We ask households about their income in order to understand how much money households have available to spend on food.</p> <p>If you fill out this form, the final interview will go much faster. I am not going to collect this worksheet, so feel free to write notes on it as you fill it out.</p> <p>The worksheet has space to write the income of each household member. At the bottom of the page there are definitions for the types of income to include in each category.</p> <p>Do you have any questions about this worksheet? <b>ANSWER QUESTIONS.</b></p>									
<b>RECAP</b>	<p>After I leave, there are four ways to get answers to any questions that you have:</p> <ol style="list-style-type: none"> <li><b>Common questions and answers</b> are located in the back of the food book. The questions are color-coded: questions about Daily List pages are in green, questions about Red pages are in red, and questions about Blue pages are in blue. General questions are in black.</li> <li><b>Our toll-free telephone number</b> is at the bottom of each page in the food books, and on all other study materials.</li> <li><b>My phone number</b> is on the magnet. You can call me with any questions you have during the study week.</li> <li><b>The DVD</b> that I will leave with you contains the same video that we watched today. If you do not have a DVD player, you can watch the video on the study website. The website address is listed in your food book. <b>POINT TO WEBSITE ADDRESS ON INSIDE COVER OF FOOD BOOK.</b></li> </ol>									
<b>CHECK MATERIALS</b>	<p><b>HOUSEHOLD SHOULD HAVE:</b></p> <table border="0"> <tr> <td>1. FOOD BOOKS</td> <td>4. TRAINING DVD</td> <td>7. INCOME WORKSHEET</td> </tr> <tr> <td>2. SCANNER</td> <td>5. MAGNET</td> <td>8. ONE CONSENT FORM</td> </tr> <tr> <td>3. SCOTCH TAPE &amp; PENS</td> <td>6. MEALS AND SNACKS FORM</td> <td></td> </tr> </table>	1. FOOD BOOKS	4. TRAINING DVD	7. INCOME WORKSHEET	2. SCANNER	5. MAGNET	8. ONE CONSENT FORM	3. SCOTCH TAPE & PENS	6. MEALS AND SNACKS FORM	
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	<p>Okay, good luck! Remember to call the telephone center on <b>DAY 2</b> and feel free to call me anytime this week if you have questions or run into problems.</p>									

## **APPENDIX F**

### **VIDEO SCRIPT FOR FOOD BOOK TRAINING**

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## VIDEO SCRIPT - FOOD BOOK TRAINING

### SCENE 1HH - INTRO - NARRATOR TALKING TO CAMERA

Welcome to the National Food Study! This important study is being conducted by the United States Department of Agriculture. The USDA wants to understand if people have access to healthy food at affordable prices.

We contacted you today because your address was picked at random from all possible addresses within your county. Your participation is important! Your responses represent a portion of the general population. If you choose not to participate, it will affect the accuracy of the information collected by this study.

### SCENE 1FINT - INTRO - NARRATOR TALKING TO CAMERA

Welcome to the National Food Study! We are happy to have you on our team of field interviewers. This important study is being conducted by the United States Department of Agriculture. The USDA wants to understand if people have access to healthy food at affordable prices.

We ask field interviewers to track the food that your household gets for one week before coming to field interviewer training. The video that you are about to watch is the same video that you will use to train survey respondents. The food books and scanner that you received are also the same materials that you will give to respondents. It is important for you to use these materials so that you understand what we are asking survey respondents to do, and you can better explain the study to respondents.

As you use these materials over the next week, take notes about questions that you have and bring them to training. We will answer all your questions! Have fun and if you have any questions, please call the toll-free number on the survey materials.

### Scene 2 – OVERVIEW - - NARRATOR TALKING TO CAMERA

I will start by giving you the big picture of what we will ask you to do for this study. We are collecting information about where people get food, how much they pay for food, and what types of food they get. We will ask you to tell us about *all* food and drinks that you and other household members get during the next seven days, including food that you buy and food that you don't have to pay for.

To make this easy for you, we give you:

- A Primary Respondent Book (*SHOW BOOK*) – to write information about the food you get
- A Scanner (*SHOW SCANNER*) – to scan barcodes so that you don't have to write down all your groceries

We also want you to **save receipts** when you buy food (*SHOW RECEIPTS*). Receipts are very important because they help you remember where you got food, and how much you paid. Receipts also tell us the price of individual food items.

You'll see that the book has lots of pages. (*FLIP THROUGH PAGES*) Don't worry, we don't expect everyone to use all these pages, we just have to be sure that no one would run out of pages.

When you use the book and the scanner to tell us about the food you get, we have two simple rules to follow:

1. Tell us about **new** food you get. Don't tell us about food that is already in your home today.
2. Tell us what you **get**, don't tell us what you *eat*.

Today your interviewer will complete one interview with you, which takes about 30 minutes. After that, I will show you how to keep track of the food you get, and I will review some examples with you.

*HH VERSION – INSERT PROMPT TO PAUSE VIDEO AND CONDUCT INITIAL INTERVIEW*

Welcome back. Now, I'd like to review the materials you will use to track the foods you get during the next seven days. Don't worry if you have questions during this video, just let your interviewer know and they can pause it. You'll also do some hands-on examples to make sure you're comfortable with the materials.

### Scene 3 – HOUSEHOLD FOOD BOOK – CAMERA ON MATERIALS

*CAMERA ON FOOD BOOK:* We will begin by going over the food book that you will use for the next week. We call this the Primary Respondent Book because you are the primary point of contact in the household. You will use this book to keep track of all the foods and drinks that you get. This includes:

- Food you get at stores, like supermarkets, grocery stores, convenience stores, pharmacies, and other stores; (*SHOW PICTURES OF BLUE PLACE PLACES*)
- Restaurant meals; (*SHOW PICTURES OF RESTAURANTS*)
- Food you get at work or school; (*SHOW PICTURE OF SCHOOL MEAL TRAY*)
- Food you get from vending machines; and (*SHOW PICTURE OF SCHOOL VENDING MACHINE*)
- Food you get from friends and relatives.

We want you to tell us about all the food you get including:

- food that you pay for and food that you don't have to pay for,
- food that you get and eat right away, and
- food that you put it the refrigerator or cabinet.

*OPEN BOOK TO INSTRUCTIONS.* The first page in this book provides instructions for how to use the book. *FLIP TO PAGE 2.* The second page has instructions for using the scanner.

*FLIP BACK TO PAGE 1.* Let's start with the first page. Each day, follow the steps listed here.

*POINT TO STEP 1* – Complete a green Daily List page to tell us the **places** where you got food. You'll find the Daily List pages behind the Daily List tab. *GO TO DAILY LIST TAB AND SHOW GREEN PAGE.* The Daily List is easy to fill out. Just think about all the places where you got food during the day and write down the name of those places.

***BACK TO INSTRUCTIONS, POINT TO STEP 2 AND 3*** – For each place that you write on the Daily List, you will complete one Red Page or one Blue Page. These pages are behind the Red Page and Blue Page tabs. ***POINT TO RED AND BLUE PAGES.***

***POINT TO STEP 4*** – You also need to save your receipts and attach them to pages in the book.

Let's go through each of the steps one at a time. ***OPEN TO SAMPLE DAILY LIST PAGE.***

### Scene 4 - DAILY LIST PAGES – CAMERA ON MATERIALS

#### ***CAMERA ON SAMPLE DAILY LIST PAGE FOR DAY 1***

Each day you need to complete a Daily List page. This is where you write the name of each **place** where you got food and drinks that day. You write all the places on one page and review it to make sure you didn't miss anything. It's easy to forget small purchases like a cup of coffee, so be sure to think through the whole day and write all the places where you got food and drinks during the day.

#### ***CAMERA ZOOM OUT TO SHOW DAILY LIST PAGE AND INSTRUCTIONS THEN ZOOM TO INSTRUCTIONS***

On the opposite page, you see two lists of places where you might get food and drinks. These lists are here to help you think about all the places you might get food. The top section has places where you might get meals and snacks to eat away from home, or prepared foods to bring home. This list has fast food places, sit down restaurants, take-out food, cafeterias, and vending machines. It also has places like church or a friend's house where you might get food that you don't pay for. The places in Section A are places to get prepared food.

The bottom section has places where you might get food and drinks to bring home and store in your kitchen for preparing meals and snacks at home. This list has places like supermarkets, grocery stores, delis, and wholesale clubs (like Costco). It also has places like gardens or food pantries, where you might get food that you don't pay for.

#### ***CAMERA ON SAMPLE DAILY LIST PAGE FOR DAY 1***

Each day, we want you to complete one Daily List.

- Start by checking the box at the top to show what day it is
- Next think about all the places where you got food that day
- Then, write names of places in Section A where you got meals, snacks and drinks away from home
- Finally, write names of places in Section B where you got groceries and other food and drinks that you brought home

If you are not sure whether to write a place in Section A or B, look for a similar place and see which section it is in.

Let me show you my Daily List for Tuesday (***SHOW COMPLETED DAILY LIST WITH 3 PLACES - COFFEE FROM WORK AND McDONALD'S IN SECTION A; FOOD LION IN SECTION B.***)

- You will use a separate line for each place where you got food. You can see that I got food from 3 places on Tuesday.

- In the first column, write the *name of the person* who got the food. In my book, I wrote my name next to every place. If I had young children,, I would also keep track of their food and write their name next to food they get at school or day care. I'll explain more about that later.
- In the next column, write the *name of the place*. If it was a store or restaurant, write the name of the store or restaurant. If you got food at work or school or a friend's place, you can write "work", "school", or "friend." We don't need the name of your workplace or school. In this example, I got food from McDonald's and my workplace, which I wrote in Section A. I also went shopping and got food at Food Lion
- In the next column, write the *total amount paid* for the food. Write the total that you see on your receipt, even if it includes things that are not food. If you left a tip, include that in the total.
- If you didn't pay anything, check the "free" box. For example, if you eat dinner at a friend's house you probably don't pay them for the food, so you check the "free" box. In my example, I got free coffee at work and I checked the free box.
- The last column is a reminder to complete a Red or Blue Page, and you should check these boxes after you complete the Red and Blue Pages.

Now you will complete the practice page to see if you have any questions.

**PROMPT TO STOP VIDEO AND COMPLETE DAILY LIST PRACTICE WITH RESPONDENT. WE NEED TO PROVIDE A SLIDE WITH PRACTICE INSTRUCTIONS AND PRACTICE SCENARIO IN THE FINT VERSION.**

### Scene 5 - RED PAGES – CAMERA ON SAMPLE RED PAGE (MCDONALD'S)

Now that you have places listed in Sections A & B, I will show you how to fill out the Red and Blue Pages.

**SHOW BLANK RED PAGE.** Red Pages tell us about meals, snacks, and drinks that you got *away* from home. You need to complete one Red Page for **each place** that you write in Section A of the Daily List. Every Red Page has a page across from it with instructions, so you don't need to memorize everything I'm going to review with you.

**TURN TO COMPLETES RED PAGE FOR MCDONALD'S.** Start by checking the day that you got the meal, snack, or drink and write the name of the place. This should match what you wrote on the green Daily List page. On this page, I checked Tuesday and wrote McDonald's.

Next we want to know **who ate** this meal, snack or drink. Please write the names of the people **in your household** who shared this meal or snack. You do not need to write names of people not in your household who shared the meal. In my example, I went to McDonald's with my husband so I wrote my name and my husband's name.

Next check the meal or snack. Was this breakfast, lunch, dinner or supper, or was a snack or drink. I went to McDonald's for lunch.

**POINT TO EACH SECTION AS YOU DESCRIBE IT.****How did you pay?**

- If you used more than one form of payment (like cash and coupons), check all the forms of payment that you used.
- If you did not pay anything, check the free box.

Write the **total paid including tax and tip**. The total paid is the amount paid by members of your household. The total might not be the total amount on the receipt, for example:

- If you left a tip, the receipt may not show the tip.
- Or, if you split the bill with a friend who is not in your household, the total paid should tell us the amount that **you** paid, not the amount of the bill.

If you left a **tip**, write the amount of the tip.

We ask if you bought food for anyone who is not in your household *POINT TO SECTION*. As I said before, we do not need to know the names of people outside your household who may have shared the meal, snack, or drink. But if you bought food for people outside your household, we want to know **how many** people.

Attach your receipt to the page here. *POINT*. It is important to **save your receipt!** Receipts will save you a lot of work. Some receipts list each item that you got – which is great because then you don't have to write these on the Red page!

But some receipts do not list every item you got. If your receipt does not list everything that you got, you have to write the missing items at the bottom of the red page (*POINT*). For example,

- (*SHOW RECEIPT*) My McDonald's receipt says 2 Cheeseburger meal, but does not list the French fries and drink that came with the meal. I got French Fries and Diet Coke with my 2 Cheeseburger meal, so I write this at the bottom of the Red Page.. (*ZOOM IN ON BOTTOM OF FILLED OUT RED PAGE*)
- (*SHOW RED PAGE FOR WEDNESDAY WITH CANTEEN RECEIPT*) Here is another example from my book. I went to a local restaurant and got a Roast Beef sandwich and a can of Diet Coke. The receipt says "Roast Beef" and "Open food". On the bottom of my Red Page I wrote: "Roast beef sandwich on a roll with lettuce and tomato and mayonnaise" and "Diet Coke, 12 ounces."
- Complete the bottom section of the Red Page if your receipt **does not** list each food and drink that you got, if you **do not** have a receipt, or if the receipt does not have a clear description of what you got. Write each food and drink on a separate line. In the first column, **DESCRIBE** each food or drink. *SHOW INSTRUCTION PAGE TO CAMERA*. Write,
  - The **brand**, product name, or menu item.
  - The **type** of food, for example, white bread or whole wheat bread.

- The **form** of the food, for example raw carrots or cooked carrots
- The **flavor**, for example, chocolate milk, oatmeal cookie
- The **fat** and **sugar** content, for example, whole or 1% milk; regular or diet soda
- And things you added, for example, butter on bread, ketchup with French fries
- In the second column, write the size or the amount of the food or drink, even if you did not eat or drink all of it. *SHOW INSTRUCTION PAGE TO CAMERA.*
  - If the food or drink came in a **package** or **container**, write down the ounces or grams listed on the container
  - If the food or drink came in **sizes**, write down the size you got. For example, I got a 12 ounce can of Diet Coke.
  - If the number of ounces or grams or the size is not clear, leave this space blank.
- In the third column, write how many you got. For example, I got 1 Roast Beef sandwich and 1 can of Diet Coke.
- In the last column, write the amount you paid for the item. If the item does not have a price, leave the column blank. I paid \$6.99 for the Roast Beef sandwich and \$1.50 for the Diet Coke. Notice that the total paid is \$9.08 with tax and the deposit for the can.

Let's look at another Red Page example. *SHOW RED PAGE FOR MCDONALD'S*

Here's my Red Page for McDonald's. The receipt shows the 2 Cheeseburger Meal and my husband's medium Coke and his Angus Bacon and Cheeseburger. At McDonald's there is one price for the 2 Cheeseburger meal and no separate price for the French fries and drink that come with the meal. I wrote 2 Cheeseburgers, French Fries, and Diet Coke at the bottom of the page. I wrote the price of the meal next to the cheeseburgers and I left the price blank next to French fries and Diet Coke.

Now we'll stop the video so that you can practice the Red Page.

**PROMPT TO STOP VIDEO AND COMPLETE DAILY LIST PRACTICE WITH RESPONDENT. WE NEED TO PROVIDE A SLIDE WITH PRACTICE INSTRUCTIONS AND PRACTICE SCENARIO IN THE FINI VERSION.**

### Scene 6 - BLUE PAGES – CAMERA ON MATERIALS – PHARMACY EXAMPLE

*CAMERA ON CLOSED PRIMARY RESPONDENT BOOK.* Hello again! I hope you had fun with the Red Page. Next we'll go over the Blue Page.

*OPEN BOOK TO BLUE PAGE.* You need to complete **one Blue Page** for **each place** that you write in Section B of the Daily List. Every Blue Page has instructions, so you don't need to remember everything I'm going to review with you now.

You'll use a Blue Page and a scanner to tell us about the foods and drinks brought into your home. *SHOW SCANNER.* We give you a scanner so that you can scan barcodes instead of writing down everything that you get. After you scan barcodes, we can link that information with names of food

products. The barcode is the manufacture’s barcode, which is the series of lines with a number printed under it. Like this. *PICK ITEM FROM GROCERY BAG AND SHOW THE BARCODE.*

First, let’s review the instructions for using the scanner which are on page 2 of the book.

*SHOW PAGE 2.* This page shows how to scan a barcode.

1. **Point the scanner** at a barcode. Hold it about 2 inches away and at a slight angle.
2. **Press the scan button** (the large button in the middle). Be sure the red laser line covers the entire barcode. Wait for the “beep” which tells you the item has been scanned.

If you accidentally click the scanner twice, or you scan something by mistake, you can undo the scan by pointing the scanner at the barcode and pressing the smaller **UNDO** button. You should only use the UNDO button if you scanned an item by mistake.

Scan the **Practice** barcode now because we are going to practice. If you or someone else in your household want to practice scanning during the week, just scan the Practice barcode first so we know that you are practicing.

I’ll wait while you practice scanning.

*PROMPT TO PAUSE VIDEO AND PRACTICE SCANNING ITEMS FROM INTERVIEWER’S GROCERY BAG.  
FINT VERSION : PROMPT TO PAUSE VIDEO AND PRACTICE SCANNING ITEMS FROM KITCHEN.*

*CAMERA ON NARRATOR HOLDING GROCERY BAG*

You’re back! I hope you had fun with the scanner! I just ran out to the Pharmacy to pick up some food items so that we can review a Blue Page together. *OPEN TO SAMPLE BLUE PAGE.*

I bought food at the CVS Pharmacy *SHOW GROCERY BAG.* This bag contains all of the items that I purchased and the receipt for these items. *SHOW RECEIPT.* Before I put my food away, I’m going to scan my groceries for the study.

*SET GROCERY BAG DOWN ON TABLE. CAMERA IS ON MATERIALS FOR REMAINDER OF SCENE.*

I set my items down and turn to the first blank Blue Page in my book. The instructions tell me what to do.

*POINT TO EACH INSTRUCTION AS YOU READ IT.*

1. **Scan the BEGIN bar code.** When you scan BEGIN, you tell us that you are starting a new Blue Page. (*SHOW SCANNING OF BEGIN CODE*)

You’ll see an Oops barcode below the BEGIN barcode. Use this if you started to scan your groceries before scanning BEGIN. You can scan Oops at any time to tell us that you forgot to scan BEGIN.

2. **Scan a barcode next to the picture of a PLACE** in the Places section. *GO TO PLACES PAGE.* Today I went to the CVS Pharmacy, so I’ll scan Pharmacy.
3. **Scan all the food and drinks you got from this place.** I’m going to take my items out of the bag and scan each one. Here are some tips for scanning:

- **Scan anything you eat or drink.** *HOLD UP TOOTHPASTE.* I don't need to scan the toothpaste that I bought. You do not need to scan items like toilet paper, paper towels, cleaning supplies, toothpaste, medicine, or pet food. If you accidentally scan non-food items, it is not a problem. We will delete those things for you later.
- If you bought two or more of the same item, scan each one. You'll see that I'm scanning each candy bar.
- If you bought a case of something, like soda or pudding, scan the barcode on the case. [need pack of soda]
- *HOLD UP ORANGE.* **If an item does not have a barcode, look for it in the book** if it is something you bought in bulk, a deli item, or fruits or vegetables. *SHOW THE THREE SECTIONS WITH PICTURES AND BARCODES.* We included barcodes for Bulk, Deli, and Fruits and Vegetables because these foods don't always have a barcode on them.

I bought two oranges at CVS. *SHOW FIRST PAGE OF FRUIT & VEGETABLE SECTION.* Notice that foods are arranged alphabetically. Orange is on page 28. After you find orange, you scan the barcode. You'll see that under some pictures it says "Scan quantity code." *POINT.* The quantity codes are the last page in the book and you use them to tell us the number of items you got. For example, if I got 2 oranges so I could scan the orange barcode twice, or I could scan the orange barcode once and then scan the quantity code for 2. *SCAN ORANGE AND NUMBER 2.*

- If an item does not have a barcode and it is not in the book, write the item at the bottom of the page. I have a can of soup and the barcode won't scan. I must have ripped it when I put it in the bag. I'll write this at the bottom of the Blue Page. *WRITE BRAND, PRODUCT NAME, OUNCES.*
- When you have finished scanning all the food and drinks, scan the **END** barcode.

Scanning was easy! And you don't have to remember the steps because they are here in the step-by-step guide. *POINT TO BLUE PAGE INSTRUCTIONS.*

*POINT TO INSTRUCTION FOR COMPLETING TOP OF BLUE PAGE.*

After you have put away your groceries, complete the **top** of the Blue Page and check to be sure you added this place to your Daily List. Let's go over the Blue Page. It is a lot like the Red Page.

*CAMERA SHOULD SHOW PERSON WRITING ON BLUE PAGE AND DAILY LIST, IF POSSIBLE.*

- Start by checking the **day** that you got food, and write the **name of the place**. This should match what you write on the green Daily List page. I'm going to check today, Wednesday, and write CVS Pharmacy. I'll write it here on the Blue Page, and I'll write it on the Daily List so I don't forget.
- Next, write the **location of the place** where you got the food. If you saved your receipt you can copy the address off the receipt. Otherwise be as specific as possible and include the street name and city.
- Next, write the **name of the person** who got the food. If **YOU** brought groceries home, you write your name here. If another household member brought food or drinks

home, write that person's name here. If you give money to a friend or relative to buy groceries for you, write that person's name here.

Next I'll answer the Blue Page question. ***POINT TO BLUE PAGE QUESTIONS***

- **Did you use store or manufacturer's coupons? Check yes or no.** These are coupons from newspapers, magazines, or flyers. They can also be pulled off the product or printed from a computer. I did not use coupons at CVS.
- **Did you use a store loyalty card? Check yes or no.** This is sometimes called a frequent shopper card, or it can be called by the name of the store. I used my CVS Card so I'll check yes. If someone else swiped their card for you, you should answer "yes" because we want to know if you received discounts.
- **Did you save your receipt? Check yes or no.** Yes, I have my receipt.
- **Enter the "Total paid including tax and tip."** Usually this is the total on the receipt. You might pay tips for groceries if you get them delivered.
- **How did you pay?** Check one or more boxes.
  - If you used more than one type of payment – for example, SNAP and cash – check all the forms of payment that you used.
  - If you paid with SNAP EBT or WIC, please tell us the SNAP and WIC amounts.
  - If you did not pay for the food, check the free box.
- **Did you scan all, none, or some** of the food and drinks that you got?
  - Sometimes the scanner can't read a barcode, which is okay. If the scanner couldn't read some barcodes, but you scanned other items, you would check "some."
  - Some items don't have barcodes. In this case, you would check "some" or "none" depending on how many items you scanned.

I'll check some because I could not scan the soup.
- The bottom of the page - ***POINT*** – has space for you to write all the foods and drinks you could not scan. This is where I wrote the soup. You may also write things like meat that have no barcode or have a barcode that the scanner can't read.
  - In the first column, write the name of the food or drink.
  - In the second column, write the size or the amount of the food or drink if you know it or it is clearly labeled on the package.
  - In the third column, write how many you got.

After you complete the page, attach the receipt here ***POINT TO "TAPE RECEIPT HERE"*** As I said before, it is **very** important for you to **save receipts**. The receipts save you a lot of work. The receipts also tell us how much you paid for each item. We get the item names from the barcodes and we get the prices from the receipts. So it is very important that you scan the items **and** save the receipt.

Now I'll wait while you practice the Blue Page.

**PROMPT TO STOP VIDEO AND COMPLETE BLUE PAGE PRACTICE WITH RESPONDENT. WE NEED TO PROVIDE A SLIDE WITH PRACTICE INSTRUCTIONS AND PRACTICE SCENARIO IN THE FINT VERSION.**

<b>Scene 7 - RECAP – CAMERA ON NARRATOR</b>
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Congratulations on completing a Blue Page! I have shown you everything you need to know about the Primary Respondent Book.

Here are a few reminders:

- Complete a “Daily List” page each day. **HOLD UP DAILY LIST PAGE TO CAMERA**
- Remember that we want to know about all foods and drinks you get, including foods and drinks that you don’t pay for, like coffee at work and food you get at a friend’s house.
- Some days you may not get any food because all the food you ate was already in your home. Go to the Daily List and just mark the day at the top of the page and leave the rest of the form blank. **POINT TO DAY AT TOP OF DAILY LIST**
- Saving receipts is **very important!** Some people are not used to saving their receipts, so it is a good idea to put them in the book as soon as you can so they don’t get lost or damaged. Remind other household members to save receipts also.
- Explain the study to all other members of your household. If you have children under age 11, you will need to write the food and drinks they get in your book. Don’t forget to write down their school meals and food they get at day care. Explain to your children that you will ask them about their food every day so they should remember all the foods and drinks they get during the day.

We have Adult and Youth Food Books for other members of your household who are age 11 and older. Did your interviewer give you books for other household members? If so, let’s learn about those books now. If you did not get Adult and Youth Books, you are all done learning about food books.

Good luck with the study and thanks for participating in the National Food Study!

**Scene 8 - ADULT AND YOUTH BOOKS*****PROMPT TO EXIT VIDEO IF ONE-PERSON HOUSEHOLD, ELSE CONTINUE.***

We just finished reviewing the Primary Respondent Book that you will complete for the study.

Your field interviewer will also give you books for everyone in your household who is age 11 and older. You or your field interviewer should write the names of other household members on their books. We have Youth Books for children age 11 to 18, ***SHOW YOUTH BOOK*** and Adult Books for people age 19 and older. ***SHOW ADULT BOOK***. These books are very similar to your book so it won't take long to review them.

We rely on you, the primary respondent, to explain the study to other household members. Don't forget to tell them about the gift card that they will receive if they keep track of their food in the food book. You will have to teach others how to use their books, but the adult and youth books are similar to your book, so it should be easy.

**ADULT BOOK**

***DISPLAY THE ADULT BOOK***. Let's review the Adult Book. The front cover has a consent paragraph just like the front cover of your book. Please ask other members of your household to read the consent paragraph and sign the front cover if they agree to participate.

The Adult Book contains Daily List pages and Red Pages, just like your book. The only difference is that the Adult Book does not contain Blue Pages. This is because we leave one scanner with each household and we want you to keep the scanner with the book that has Blue Pages. If another household member gets food from a place that they put in Section B of their Daily List, they should scan the foods and complete a Blue Page in the Primary Respondent Book.

**YOUTH BOOK**

***DISPLAY THE YOUTH BOOK***. Now let's review the Youth Book. The Youth Book is for meals, snacks, and drinks that youth get when they are not with an adult household member.

The Youth Book contains a consent paragraph on the front cover. The youth in your household should read the consent paragraph and sign the front cover if they agree to participate.

The Youth Book is even more simple. It has instructions and Red Pages. It does not have Daily List pages or Blue pages. Youth will complete one Red Page for each place where they get food. The Red Pages in the Youth Book are very similar to the Red Pages in your book but they don't ask for

- Names of people who ate this meal
- How did you pay?
- Did you buy food or drinks for anyone who is not in your household?

***POINT TO SAMPLE RED PAGE IN YOUTH BOOK***

The example page in the Youth book shows how to write information about a school meal.

- Check the Day at the top of the page
- Write the Name of the place where you got food and the location. This example of a school meal was from the school cafeteria at school.

- Check the meal or snack, in this case “lunch.”
- Write the total paid. In this example, the school lunch was free.
- And write each food and drink at the bottom of the page.

Review the instruction page with the youth in your household so that they understand ways to describe the food and drinks that they get.

## **APPENDIX G**

### **VIDEO SCRIPT FOR SCREENER REFUSAL AVERSION**

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## VIDEO SCRIPT FOR SCREENER REFUSAL AVERSION

### SCENE 1 - INTRO - NARRATOR TALKING OVER POWER POINT

Completed screeners are critical to the success of the study! When you first contact a household, your goal is to complete the screener and determine if the household is eligible for the study.

#### Focus on the goal!

Screening is not about getting households to complete the full study; it's about getting them to complete the 10-minute screener.

**Screeners can be completed by any adult household member, age 18 or older.** If you think that you are talking to a minor, don't ask their age! Say, "I need to talk to the adult who does most of the food shopping in your household." This should bring an adult to the door.

We will mail postcards telling households that an interviewer will contact them. But you are still making "cold calls" at people's homes, and many people may initially refuse to speak with you. In this video, we will review techniques you can use to avoid refusals, and show you some role plays of best practices.

Your goal is avoid refusals so that you do not have to try to change someone's mind after they first decide they do not want to answer your questions. Here are some basic things you can do to minimize the chances of someone refusing to complete the screener:

- **Show that you are legitimate** – Display your Mathematica badge at all times. Offer a study brochure when you first make contact.
- **Respect respondents' time** – Everyone has schedules to keep. If you contact someone at a bad time, be gracious, apologize for the interruption, and tell them "I can come back at a better time." Respondents may offer a better time, but if not, don't push for an appointment because that might backfire. Just leave with the door open for another attempt.
- **Be prepared** – Avoid refusals by being prepared to answer questions about the study, and by understanding what may make respondents hesitant to cooperate.
- **Avoid the "no"** – **Give respondents** the \$5 incentive and immediately jump into the conversation so that they do not close the door on you.
- **Listen to respondents' concerns** – Show that you understand why they are hesitant and address their concerns in your response. Be considerate and show empathy in your response - - for example, "I understand your concerns ..."
- **Do not introduce new concerns** – Stay on point and only address concerns the respondent raises.
- **Don't rush** - Give respondents time to consider whether to respond. Don't rush a decision, but continue to put them at ease while they consider.

Finally, remember that you will be in many different neighborhoods. You may encounter persons with:

- Suspicion of the government (persons with certain political beliefs or immigration issues)

- Concerns about privacy (persons with very high income or assets; persons who receive government assistance)
- Concerns that you might observe illicit behavior
- Cognitive difficulties (elderly or disabled)

Be sensitive and try to respond to each situation. For example, if respondents have privacy concerns, you may assure them that you do not need their name or any contact information for this brief interview. You will only need their name and contact information if they are eligible and agree to the full survey. (In this case, you should skip the contact information section at the end of the screener.)

If respondents have cognitive difficulties, ask if there is anyone else at home who may help them respond to this brief interview.

### SCENARIO 1 – IMMEDIATE SOFT REFUSAL

*[Narrator: The first step is getting your foot in the door. If someone is not interested in speaking with you, stay calm and leave the door open for future contact. Pay attention to signs of a hard refusal so that you can describe these signs when you write comments on the contact sheet. Here are some examples of how to handle immediate refusals.]*

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] and--

**Respondent:** I'm not interested. *Starts to slam door.*

**Interviewer:** I'd like to offer you \$5 for a few minutes of your time. [HAND \$5. R DOESN'T TAKE IT] I'm conducting a survey for the USDA about food in the United States. [SHOW BROCHURE] I'd like to determine if your household is eligible for the survey. If you are eligible ...

**Respondent:** I'm not interested.

**Interviewer:** I understand. Is there someone else in your household who may be interested?

**Respondent:** No one else is home.

**Interviewer:** Okay, please take this brochure and I'll come back at another time. Thank you for talking with me. [HAND RESPONDENT BROCHURE.]

*[Narrator: Here, the interviewer was respectful of the respondent, and left the door open for future contacts. Code this as a soft refusal]*

### SCENARIO 2 – IMMEDIATE HARD REFUSAL

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] and--

**Respondent:** Get off my porch!

**Interviewer:** I'd like to offer you \$5 for a few minutes of your time. [HAND \$5. R DOESN'T TAKE IT] I'm conducting a survey for the USDA about food in the United States. [SHOW BROCHURE] I'd like to determine if your household is eligible for the survey. If you are eligible ...

**Respondent:** Seriously, get the hell off my porch.

**Interviewer:** I'm sorry, thank you for your time. [Leave Brochure on door/porch.]

*[Narrator: Here, the respondent clearly was not interested in the survey. The interviewer can code this as a hard refusal.]*

### SCENARIO 3 – SOFT REFUSAL AVERTED

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] and we're conducting a survey for the U.S. Department of Agriculture --

**Respondent:** I don't do surveys.

**Interviewer:** I understand. Right now I'm conducting a very brief interview to determine if you are eligible for the National Food Study [HAND BROCHURE]. You may not be eligible. It will take just a few minutes to determine if you are eligible and I'd like to give you \$5 for your time. [HAND \$5. R TAKES IT]

**Respondent:** Okay, I have a few minutes.

### SCENARIO 4 – EVASIVE REFUSAL

*Narrator – Next we show how to address the respondent's concern without introducing new concerns.*

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] and we're conducting a survey for the U.S. Department of Agriculture. We recently sent a post card to this address explaining the survey, which is called the National Food Study. Did you get our post card?

**Respondent:** This is not a good time. I am too busy.

**Interviewer:** I'm sorry to bother you at a bad time. I just have a few questions to see if you're eligible for our survey. It will take just a few minutes and I'd like to give you \$5 for your time. [HAND \$5]

**Respondent:** Okay, I have a few minutes. [TAKES \$5]

*Narrator – If the respondent did not have time, offer to come back and suggest a time (continue prior skit with different response).*

**Respondent:** Really, I don't have time. I'm late for work. [DOESN'T TAKE \$5. STARTS TO CLOSE DOOR]

**Interviewer:** I'm sorry, I can come back. Will you be home this evening?

**Respondent:** No. Come on the weekend.

### SCENARIO 5 – CONCERN ABOUT LEGITIMACY

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] and we're conducting a survey for the U.S. Department of Agriculture. We recently sent a post card to this address explaining the survey, which is called the National Food Study. Did you get our post card?

**Respondent:** This doesn't seem legitimate to me.

**Interviewer:** I understand your concerns. The USDA has hired us to collect information from thousands of households across the United States about where they get food, how much they pay, and the types of food they get. The USDA wants to understand if people have access to healthy food at good prices. Did you receive the postcard describing the study? Here's a brochure with a toll-free number that you can call to verify the legitimacy of our survey, speak with a supervisor, or get more information. You may also visit the study website listed on the brochure. Right now, I'd like to give you \$5 for a few minutes of your time to determine if you are eligible for the survey. [HAND \$5]

**Respondent:** [TAKES BROCHURE. DOESN'T TAKE \$5] Come back later. I'll check out the website.

**Interviewer:** Thank you. What is a good time for you? How about 2 o'clock?

### SCENARIO 6 – SPECIFIC CONCERNS

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] --

**Respondent:** I don't want to buy anything.

**Interviewer:** I'm not selling anything. I'm conducting the National Food Study for the U.S. Department of Agriculture. The USDA wants to understand if people have access to healthy food at good prices. [HAND BROCHURE] I have a few questions to determine if you are eligible for the study, and I'd like to give you \$5 for a few minutes of your time.

**Respondent:** Who is eligible?

**Interviewer:** Your address was selected at random. We need to include different types of households in the survey. I have a few questions to determine if you are eligible to participate.

**Respondent:** I don't want to do a survey.

**Interviewer:** I understand. I have a list of addresses to contact and even if you don't want to do the survey, it's important for us to determine if you are eligible or not.

**Respondent:** Okay, I have a few minutes. [R TAKES \$5.]

<b>SCENARIO 7 – HOSTILE TOWARD GOVERNMENT</b>
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*Narrator – In this example, the interviewer avoids a hostile respondent by asking for someone else in the household. This won't work if the hostile respondent is the primary food shopper, but is worth a try.*

**Interviewer:** Hello. My name is [Name]. I work for Mathematica Policy Research [HOLD UP BADGE] and we're conducting a survey for the U.S. Department of Agriculture--

**Respondent:** I don't want to participate in any study that helps the government.

**Interviewer:** I understand. This survey is very important. The USDA has hired us to collect information from thousands of households across the United States so that they can understand if people have access to healthy food at good prices.

**Respondent:** That sounds like a waste of taxpayer dollars.

**Interviewer:** I just want to make sure that your households' experiences don't get overlooked. Can I speak with the person who does most of the food shopping in your household?

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## **APPENDIX H**

### **VIDEO SCRIPT FOR STUDY REFUSAL AVERSION**

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## VIDEO SCRIPT FOR STUDY REFUSAL AVERSION

### SCENE 1 - INTRO - NARRATOR TALKING OVER POWER POINT

Earlier we discussed how you might avoid refusals when you conduct the screener. A successfully completed screener has one of three outcomes:

1. The household is not eligible
2. The household is eligible and agrees to participate
3. The household is eligible and does NOT agree to participate

EVERY RESPONDENT HAS A RIGHT TO REFUSE TO PARTICIPATE IN THE STUDY. It is important to respect their decision. It is also important to try to minimize the number of refusals by addressing the concerns of potential respondents.

Respondents generally refuse to participate in the study because of:

- **Burden** – the respondent may believe that the study takes too much time or effort
- **Fear** – the respondent may be afraid or anxious about their ability to understand survey procedures
- **Confidentiality** – the respondent may have privacy concerns

For some respondents, these concerns may be apparent when you initially invite them to participate in the study. For other respondents, these concerns may arise as you review the consent form, conduct the Initial Interview, or train the respondent to use the food books.

The best way to avoid a refusal will depend on why a respondent is hesitant to participate in the study. Listen carefully to what a respondent says when they voice concerns. If a respondent does not explain why he or she does not want to participate, politely ask about his or her concerns.

Pay attention to the point in the process where a respondent initially hesitates or refuses to participate. If a respondent refuses at the end of the screener, they may be concerned about burden. If a respondent refuses during review of the consent form, they may be anxious about their ability to complete the study activities. If a respondent refuses during the Initial Interview, they may be concerned about confidentiality. Refusals during training may be due to burden, confusion, or anxiety.

Your ability to answer questions and address respondents' concerns will have a big impact on the outcome of this study! Your poise and knowledge about the study will influence how respondents react when you answer their questions and attempt to address their concerns. You may hear the same concerns from different respondents, stated in different ways. Listen carefully so you can identify the source of their concerns.

The keys to successfully avoiding refusals are good listening skills and empathy. Your job is to make the respondent see the study as something that will be interesting and enjoyable. Many respondent say that they learned a lot about food from this study. If you are comfortable with the study and your materials, you will do a good job of easing respondent concerns and gaining their cooperation.

**SCENARIO 1 – CONCERNS ABOUT BURDEN – BEFORE TRAINING**

*Narrator: Concerns about burden are usually related to tracking foods, not completing interviews. Be straightforward and honest about the time commitment. Ask respondents how often they get food and relate that to the food books. Tracking foods may take only a few minutes each day, depending on how much food a household gets. Tell the respondent about your experience when you reported the foods you got.*

**Respondent:** I don't have time for this.

**Interviewer:** I understand. Taking part in the National Food Survey usually takes about 5-6 hours, spread out over a week. However, the amount of time is different for different households. It depends on how many people are in your household and how much food you get during the week. [For a one-person household, it could take as little as 3 hours.] I did this myself for a week and I found that it went really fast after the first day or two.

Today, I need about 1½ hours of your time so that I can interview you and show you what you need to do for the week. If you don't have time today, we can schedule time on another day.

**Respondent:** I really don't have time right now.

**Interviewer:** How about 11 am on Saturday?

**SCENARIO 2 – CONCERNS ABOUT PRIVACY - DURING INITIAL INTERVIEW**

*Narrator: Concerns about privacy are usually related to interview questions. If respondents are surprised about the interview questions, explain why the questions are important.*

*(Scene 1)*

**Respondent:** Why do you need all this information? I thought this is about food?

**Interviewer:** We ask you about characteristics such as race, education, gender, and employment status because the data that we collect from you will be grouped with other households like yours. For example, we will look at the types of food that older people get, compared with younger people; or employed people compared with unemployed people. If we know the characteristics of your household, we can group your data with other households like yours.

Remember that we keep all of your information private, and you can refuse to answer any question that makes you feel uncomfortable. Just let me know and we can skip that question.

*Narrator: If respondents express privacy concerns, reassure them that the study is confidential.*

*(Scene 2)*

**Respondent:** Why do you need this information? I don't like to tell strangers all these details about my family.

**Interviewer:** I understand your concerns. We ask you about characteristics such as race, education, gender, and employment status because the data that we collect from you will be grouped with other households like yours. For example, we will look at the types of food that older people get, compared with younger people; or employed people compared with unemployed people. If we know the characteristics of your household, we can group your data with other households like yours.

I also understand why you don't want to tell details to strangers. The information that you give me is stored on my computer and no one else has access to the computer. When I get home tonight, I will send the data to our survey center and it will be removed from my computer. We keep your data private and after the survey, we remove all names from the data so that your responses cannot be linked with your name. It is against the law for us to give anyone any information that may identify you or your family. All the people who work on this study take an oath to protect your privacy and the confidentiality of the information we collect.

Remember that you can refuse to answer any question that makes you feel uncomfortable. Just let me know and we can skip that question.

### SCENARIO 3 – FEELING ANXIOUS OR OVERWHELMED DURING TRAINING

*Narrator: Respondents may feel anxious or overwhelmed by the food reporting process. This survey is complicated! You can help put respondents at ease in two ways.*

- *First, when watching the video, pay attention to places where the respondent may be confused and offer to re-watch sections if needed.*
- *Second, when you help respondents with practice pages, go at their pace. If they understand the exercise, don't slow them down. If they have trouble, be patient and review the instructions, prompting them as needed.*

*Some respondents might still be apprehensive during or after the training, as in this example.*

**Respondent** (mid-training): I changed my mind. I don't want to do this.

**Interviewer:** Okay, can you tell me why?

**Respondent:** This seems like a lot to remember.

**Interviewer:** We are asking you to do a lot! But remember what they said in the video, you don't have to remember everything. We put instructions next to every Daily List, Red Page, and Blue Page. Maybe we should slow down and do another practice example.

**Respondent:** Writing everything in the book is confusing to me. Why can't I just save receipts?

**Interviewer:** Receipts will save you a lot of work. You don't have to write all the foods you got if they are listed on the receipt because you can read the foods and prices from the receipt when you call us. But sometimes the receipts are hard to understand or they don't include all the foods and drinks you got. That's why we ask you to write on the Red and Blue Pages. Does that make sense?

**Respondent:** Yes, but this is just so confusing.

**Interviewer:** If you would like, you can give me a call when you do your food reporting tomorrow night and I can help you through it. I can also come back later this week to answer questions and review your book with you, if that would help.

### SCENARIO 4 – CONCERNS ABOUT BURDEN - DURING TRAINING

*Narrator: In this example, the respondent is concerned about burden. A way to put them at ease is to ask them about their typical week and relate that to the number of Red and Blue pages they need to complete.*

**Respondent** (mid-training): I'm sorry. I don't think I want to do this.

**Interviewer:** Okay, can you tell me why?

**Respondent:** I just don't think that I'll have time to fill out all these papers.

**Interviewer:** I understand why it might seem that way right now. Remember that we don't expect everyone to fill out all the pages in the food book. Let's think about your typical week. How often do you usually eat out during the week?

**Respondent:** I probably buy lunch twice a week and maybe we'll go out to dinner on Saturday night.

**Interviewer:** Okay, that's 3 Red Pages. Do you get other food away from home, from your workplace or when you visit friends or relatives?

**Respondent:** Ughhh ... I get coffee everyday on the way to work. Do I have to write that down every day?

**Interviewer:** Yes, we ask you to write down all the foods and drinks that you get. But remember that you just write the name of the place and amount on the Daily List, and if you save your receipt, you can just attach that to a Red Page and check off the boxes for the questions at the top of the Red Page. Then when you call us, just read the information from the receipt. Like they said in the video, "receipts will save you a lot of work!" How often do you usually get groceries?

**Respondent:** I'll probably make two trips.

**Interviewer:** Okay – so that's 2 Blue Pages. Altogether, you would have 3 Red Pages with lots of information, 1 Red Page each day for your coffee, and 2 Blue Pages. On days when the only food you get is coffee, it will probably take just a couple of minutes; other days may take 10 or 12 minutes. When you call us during the week, the calls will go quickly if you wrote everything in your book and saved your receipts.

**Respondent:** That still seems like a lot of work.

**Interviewer:** Do you want to try it for a couple of days and see how it goes? If you have trouble, you can call me anytime.

**Respondent:** Okay, I'll give it a try.

#### SCENARIO 5 – REFUSALS BECAUSE OF CONFUSION/ANXIETY

*Narrator: Sometimes respondents have normal test anxiety. Remember ... this is completely new to them! Be patient, and reread questions, where necessary.*

**Respondent:** I don't want to do this. I don't know the answers.

**Interviewer:** There are no right or wrong answers in our survey. We are trying to better understand the experiences of different types of households across the country. You should select the answers that best represent your situation. Let me read the question again.

**Respondent:** I still don't know the answer.

**Interviewer:** That's' okay. We can just skip this question. We can also skip any other question that makes you feel uncomfortable.

## **APPENDIX I**

### **FREQUENTLY ASKED QUESTIONS AND REFUSAL AVERSION RESPONSES**

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## FREQUENTLY ASKED QUESTIONS AND REFUSAL AVERSION RESPONSES

### OVERVIEW:

Project knowledge and poise are essential when answering respondents' questions. Your ability to answer questions successfully will have a big impact on the outcome of this study. This appendix includes Frequently Asked Questions, including common questions that we received from respondents during the field test of the National Food Study. This appendix also includes Refusal Aversion Responses, including responses to some of the most common objections to the study. Questions and objections may not always be stated exactly as listed, but understanding the spirit of the question and the response will better prepare you to interact with households in the field.

Regarding refusals: Many respondents who refuse to participate in a study will reconsider when an interviewer can address their specific concerns. **EVERY RESPONDENT HAS A RIGHT TO REFUSE TO PARTICIPATE IN THE STUDY** and it is important to respect their decision. But it is also important to try and minimize the number of refusals by addressing the concerns of potential respondents. Whenever a person refuses to participate, you should address their concerns and ask them to reconsider. If they do not have a specific concern and are not adamant in their refusal, try to leave the door open for a future contact (for example, a refusal conversion letter or a visit from a refusal conversion interviewer). When respondents refuse to participate:

- Listen to their concerns
- Address their concerns in your response
- Be empathetic and demonstrate empathy in your response
  - For example, "I understand your concerns about..."
- Do not introduce new concerns in your response

### General Questions

#### **What is the purpose of this study?**

The National Food Study will collect information about household food acquisitions. This will help answer some basic questions about U.S. households, such as: how much do they spend on food; how much of their food comes from supermarkets, restaurants, or school cafeterias; and how much food costs at these places. This information will help the U.S. Department of Agriculture improve programs and help assure that all Americans have access to healthy food at affordable prices.

#### **Who do you work for? Where are you from?**

I work for a company called Mathematica Policy Research, an independent research firm based in Princeton, New Jersey. Mathematica was hired by the U.S. Department of Agriculture (USDA) to conduct this study.

#### **Who uses this information and how?**

The U.S. Department of Agriculture will use this information to better understand the choices people make about foods, such as what foods they get and from where; and how much they pay for food. This will help the USDA improve its programs and help to assure that all Americans have access to healthy foods at affordable prices.

**How do I know this survey is legitimate?**

I can assure you the survey is legitimate. The survey is sponsored by the U.S. Department of Agriculture (USDA), who has hired Mathematica to collect this information from thousands of households across the United States. Did you receive the postcard that we sent to you? The postcard explains the purpose of the study and contains our toll-free number and website address. You may call the study's toll-free number to verify the legitimacy of our survey, to speak with a supervisor, or to get more information. That number is 877-275-8659. You may also visit the study website at <http://usdafoodsurvey.org>.

**FULL STUDY: How long will this take?**

In total, taking part in the National Food Survey will take about 5-6 hours of your time over a full week. This includes: 1.5 hours with a field interviewer at the start of the survey week; 12 minutes recording the food you get each day, three 15-minute phone calls to report your food acquisitions; and 45 minutes with a final interview at the end of the week. You will receive an incentive for taking part in the study.

**Will my information remain confidential?**

We are required by law to protect your privacy. We promise to keep your information confidential to the full extent of the law. It is against the law for us to disclose or publish your name, address, or any information that could identify you or members of your household. All the people who work on this study take an oath to protect the confidentiality of the information we collect. All of the information you provide will be combined with the data from other participants, and will only be used for statistical research.

**Will you tell my local SNAP office what I am buying with my benefits?**

We will NOT share this information with your local SNAP office. When we give the survey results to the U.S. Department of Agriculture, your name(s) will not be included in the file. The results of the study focus on patterns of food acquisition for all households, not on the choices of any one household.

**Who else is participating? Who else are you contacting?**

We have scientifically selected thousands of households for this study. We will contact each of these households in person to conduct a screening interview to see if they qualify for the study. We expect to complete the National Food Survey with about 5000 households over a six-month period.

**Must I participate?**

Taking part in this study is voluntary. We contacted you today because your address was selected at random from all addresses within your county. Your participation is important! Your responses represent a portion of the general population. If you choose not to participate, it will affect the accuracy of the information collected by this study.

If you choose to participate, you can skip any question you do not want to answer or that makes you feel uncomfortable. Your decision to take part or not to take part in the study (or to withdraw from the study once you begin), will not have any effect on your SNAP benefits or any other benefits you may receive (either now or in the future). Each household member may decide to participate or not to participate. Your household may participate even if all members do not agree to participate.

**Why do you need my (race, education, income, etc)?**

Asking for your (race, education, income, gender, residency status, etc.) is important because it helps us learn more about the experiences and opinions of people with different characteristics.

**Are there any risks?**

The risks are no greater than those ordinarily encountered in daily life. If you receive SNAP (formerly Food Stamps) the study will not affect your SNAP benefits. If you feel you have been harmed in any way as a result of being in this study, or have questions about your rights as a study participant, please contact: Melissia Billarrial at Public Private Ventures Institutional Review Board, toll-free at 800-755-4778 ext. 4482.

**How did you pick this address?**

Using a computer program, our researchers randomly selected your address from a list of all the addresses in this county. As an interviewer, I will be contacting each selected address to see if the people living there qualify for the study.

**Where can I go for more information about this study?**

If you would like more information about the National Food Study, you can:

- Call our toll-free number at 866-275-8659
- Visit our website at <http://usdafoodsurvey.org>
- Email us at [info@usdafoodstudy.org](mailto:info@usdafoodstudy.org)

**I want to contact the person in charge. Who is that?**

The name of the Deputy Project Director is Nicholas Redel. He can be reached at:

Nicholas Redel  
Deputy Project Director, National Food Study  
c/o Mathematica Policy Research  
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Princeton, NJ 08543-2393  
Email: [info@usdafoodstudy.org](mailto:info@usdafoodstudy.org)  
Phone: 866-275-8659

**If I do not take part, will they take away my SNAP benefits?**

The National Food Survey is completely voluntary. Your decision to take part or not to take part in the study (or to withdraw from the study once you begin), will not have any effect on your SNAP benefits or any other benefits you may receive (either now or in the future). Taking part is completely voluntary, but your contribution is critical to the success of the study. Your address was scientifically selected to represent others in this area. Only YOU can tell us about your unique experiences and help us answer all of our research questions for this study.

**I don't know the answers.**

There are no right or wrong answers in our survey. We are trying to better understand the experiences of different types of households across the country. You can select the answers that best represent your situation. You can also skip any question you do not want to answer or that makes you feel uncomfortable.

**I don't want to buy anything.**

We are not trying to sell anything. We are conducting a survey for the U.S. Department of Agriculture about where people get food, how much they pay, and the types of food they get. This information will help the U.S. Department of Agriculture improve programs and help assure that all Americans have access to healthy food at affordable prices.

**Can you interview my neighbor instead?**

I can only interview people at addresses that have been scientifically selected for this study. Your neighbor may or may not have been selected, but it is important for me to interview your household. Your household will represent others in this area and only you can tell us about your unique experiences.

**I do not understand how this will benefit me.**

Your participation ensures that your households' experiences don't get overlooked. If you choose not to participate, households like yours will not be represented in the survey.

If eligible for the study, your household will directly benefit by receiving a \$100 check, plus up to three \$10 gift cards for calling our phone center. Other household members can also receive gift cards for participating.

**What are the incentives?**

In this study, you will be asked to complete one 30-minute interview and one 40-minute interview, and keep track of foods you for one week. You will receive a \$100 check at the end of the week. You will also receive up to three (3) \$10 gift cards, one for each time you call us to report the foods you get during the week. Other members of your household can receive gift cards if they report the foods they get during the week.

**I don't want to give out any personal information**

I understand your concerns about privacy. We are required by law to protect your privacy. It is against the law for us to disclose or publish your name, address, or any information that could identify you or members of your household. All the people who work on this study take an oath to protect the confidentiality of the information we collect. All of the information you provide will be combined with the data from other participants, and will only be used for statistical research. Furthermore, taking part in the survey is entirely voluntary, so if we ask a question in our interviews that you feel is too personal, that makes you feel uncomfortable, or that you do not want to answer, just let us know and we can skip that question.

## Field Questions

### BEFORE SCREENER

#### How long will this take?

First we need to screen your household to see if you are eligible to participate in the study. This takes approximately 5 minutes.

#### This is not a good time. I am too busy.

My questions are designed to see if your household is eligible to participate in the study. These questions will take about 5 minutes to answer. If your household is eligible and participates fully you will receive at least \$130 at the end of the week. If you are not available now, we can schedule a better time for me to come back. What day and time would be more convenient for you?

#### Just mail me a questionnaire.

These questions have been designed to be completed in-person by a professional interviewer, so I cannot mail the questionnaire. My questions take about 5 minutes to answer and I can begin now if this is a convenient time.

### AFTER SCREENER

#### How long will this take?

In total, taking part in the National Food Survey will take about 5-6 hours of your time for the whole week, including: 1.5 hours with me today; 12 minutes recording the food you get each day, three 15-minute phone calls report your food acquisitions; and 45 minutes for a final interview at the end of the week. You will be paid for taking part in the study.

#### This is not a good time.

We can schedule a better time for me to come back. What day and time would be more convenient for you?

#### I am too busy.

We can schedule a better time for me to come back. What day and time would be more convenient for you?

#### Just mail me a questionnaire.

The questions that I will ask you are on my computer and I don't have a paper copy. I will read the questions from the computer and enter your answers directly into my computer. This way, your information will not be on paper that can be seen by anyone else.

## **Telephone Questions**

### **FOOD REPORTING CALLS: How long will this take?**

These telephone calls typically take 15 minutes. They take more or less time depending on how many people are in your household and how much food you acquired during the last couple of days.

## **APPENDIX J**

### **GLOSSARY OF TERMS**

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## GLOSSARY OF TERMS

**Address-based sampling frame:** A listing of all addresses from which a sample of addresses is drawn.

**Adjacent address:** When conducting screening activities, field interviewers will determine whether any dwelling units exist between the sample address and the anticipated adjacent address. This address, listed in the top portion of the contact sheet, should be located immediately next to the sample address. Check the adjacent address the first time you visit the sample address. This can be done without making contact with the household at the sample address. The purpose of reviewing the adjacent address is to confirm that no households were accidentally missed during “sampling” – when we scientifically selected addresses to be included in the study.

**Blue Pages:** Used to record food at home (FAH). Respondents complete one Blue Page for each place where they obtained food for home preparation and consumption.

**CAPI:** Computer-Assisted Personal Interview. These interviews are administered using a survey instrument on a laptop computer. CAPI allows for more complex questionnaire programming.

**Consent form:** This form explains the study, what respondents are being asked to do, how much time it should take, what their rights are as a respondent, and who to call with questions. It must be signed by respondents. Two copies of the form should be signed, one for Mathematica and one that the respondent keeps.

**Contact Sheet:** This document provides important information about each case. It includes: 1) the MPRID number; 2) the security code for accessing the case in computer systems; 3) the address; 4) the adjacent address; and 5) space for interviewers to record information about each contact (attempted and successful) with a household. There is one contact sheet for each address in the study.

**Daily List:** Used to record places where household members obtained food on a given day. The Daily List provides a summary of the day’s food acquisitions and instructs respondents to complete corresponding Red and Blue pages for each acquisition.

**EBT:** Electronic Benefit Transfer is method used by State governments to distribute SNAP and cash welfare benefits to recipients. SNAP recipients swipe a plastic EBT card at the point-of-sale to purchase food with SNAP benefits. Cash welfare recipients may use their EBT card to purchase food and other items, or to withdraw cash at ATMs.

**Edit checks (soft or hard):** Edit checks are used in CAPI interviews and paper interviews to confirm that the information was recorded correctly. They are normally used for particularly important questions or when unusual values are reported.

**ERS:** The Economic Research Service is a primary source of economic information and research in the U.S. Department of Agriculture. ERS conducts a research program to inform public and private decision-making on economic and policy issues involving food, farming, natural resources, and rural development.

**Escort:** A professional, hired by Mathematica, to accompany the field interviewer when safety is a concern for a specific location.

**FAFH:** Food-away-from-home consists of foods and drinks that are obtained and consumed away from home, and prepared foods that are brought into the home. Places to get FAFH include cafeterias, restaurants, take-out places, church dinners, and senior centers.

**FAH:** Food-at-home consists of foods and drinks that are brought home and used to prepare meals that are consumed at home or elsewhere (for example, food used to make a sandwich that you bring to work). Places to get FAH include grocery stores, food pantries, and gardens.

**FAQ:** The Frequently Asked Questions section provides a list of common questions and their answers.

**Federal Poverty Level (FPL):** The income thresholds determined by the US Department of Health and Human Services below which an individual or household is considered to be living in poverty. The threshold is different for each household size. These thresholds are often used to determine eligibility for federal assistance programs.

**Food Reporting System (FRS):** The web-based system used by telephone interviewers to record respondents' food acquisitions over the course of the study week.

**Free food:** For the purpose of this study, free food is any food a household member receives that the household does not pay for.

**Google Maps:** a web-based mapping service provided by Google.

**Hand card:** A visual aid presented by the field interviewer to assist respondents when answering questions.

**Handheld scanner:** Each household will be given a handheld scanner to scan and record barcodes on FAH acquisitions.

**IRB:** The Institutional Review Board is a committee that has been formally designated to approve, monitor, and review biomedical and behavioral research involving humans with the aim to protect the rights and welfare of the research subjects.

**Listing:** Listing is the process of identifying every residential dwelling unit in an interviewing area. Listers go to the interviewing area and write down the address of every building in the area and assign an identification number to each building. In this way, each building and household is listed. After completing the listing, Mathematica Policy Research will draw a sample from the listed residential dwelling units, and interviewers will go to sampled addresses to conduct the screening.

**Meals and Snacks Form:** This form collects information about which meals and snacks each household member ate during the data collection week. This is the only form that asks about foods eaten. Remember that all other forms ask about foods acquired.

**MPRID:** This is an 8-digit identification code given to each household in the study.

**Office Use Box:** The office use box on the bottom of Daily List, Red pages, and Blue pages in the food books is used to indicate (via a check) that a page has been reported to a telephone interviewer.

**OMB:** Office of Management and Budget is the federal agency that provides fiscal accounting and budgeting services for the Federal government. All Federal studies must receive OMB approval.

**Oops code:** This barcode is only used if a respondent accidentally forgets to scan the “Begin” and “Place” barcodes before scanning his or her groceries. If the respondent scans the “Oops” code he or she does not need to rescan the groceries.

**Per diem:** Rates set by the federal government specifying the amount the government will pay for hotel, meal and incidentals. Per diem rates vary depending on geographic location.

**Place code:** Household members are instructed to scan the barcode next to the picture of a place before they scan foods acquired at the place. Scanning the place code enables researchers to match scanned data to the Blue page.

**Pop-up window:** A secondary window that appears (“pops up”) in your web browser. In this study, pop-ups are used to remind interviewers to ask respondents for additional or clarifying information.

**Practice barcode:** Respondents are encouraged to practice scanning food items as long as they scan the “Practice” barcode first. The “Practice” barcode indicates that the scanned items should not be recorded as actual food acquisitions.

**Primary respondent:** This is the main food shopper/meal planner in the household (identified during the screening) and will be considered the main participant in the study. The primary respondent is responsible for completing all of the household interviews as well as the telephone reporting of household food acquisitions.

**PSU:** Primary sampling unit is the basic unit of sample selection and is based on population and area constraints. PSUs are typically composed of a single county (or equivalent area) or groups of counties.

**Quantity codes:** Two pages in the back of the Primary Respondent Book that provides quantity barcodes. These pages are used to indicate the number of a specific produce items acquired.

**Quota groups:** There are four quota groups (A, B, C, D) for this study, including three different income categories, as well as a group for households receiving SNAP benefits. Each group has a different target number of completed interviews and completes for each group will be tracked separately. When the target is reached, the quota group is considered “full” and any additional members will be considered ineligible for the study.

**Red Pages:** Used to record food-away-from-home (FAFH). Respondents complete one Red Page for each place they obtained FAFH, which includes foods consumed away from home and prepared foods that were brought home.

**Screener:** A paper questionnaire used to determine if the household is eligible to participate in the study.

**SNAP:** The Supplemental Nutrition Assistance Program was formerly called the Food Stamp Program. This is a federal program that provides assistance to low-income individuals and families living in the U.S. SNAP benefits are typically provided electronically on an EBT card and can be used like cash at most grocery stores to purchase food.

**SOC:** The Survey Operations Center is operated by Mathematica Policy Research and is located in Princeton, New Jersey. The telephone interviewers at the SOC provide telephone-based data collection services.

**SSU:** Secondary sampling unit is the first stage of sub-sampling within each primary sampling unit (PSU). For this study SSUs will usually consist of census block groups.

**Status Code:** A three-digit number that provides information about a contact, attempted contacts, or the status of an interview (screener, Initial, Final, or scanner). The status code provides project staff with information about each household's progress in the study and determines the next appropriate action on the case.

**Store loyalty cards:** These can also be called frequent shopper cards; often they are referred to by the store name (for example, a CVS card). These cards (or sometimes key tags) provide discounts at specific retailers.

**Store or manufacturer's coupons:** These can be coupons that are pulled off of a product; found in newspapers, magazines, or flyers; or possibly printed from a computer.

**Sync:** The term used to describe the process by which we synchronize the information on a field interviewer's laptop with Mathematica's network. This involves both sending and receiving data from Mathematica.

**Unit cost:** The cost of a given unit of a product. For example, if an individual purchases four lemons for \$2.00, the unit cost of each lemon is fifty cents (\$0.50).

**UPC:** The Universal Product Code (typically referred to as a barcode) is widely used in the United States for tracking products in stores.

**USDA:** The United States Department of Agriculture is the federal department that provides leadership on programs related to food, agriculture, and natural resources. The Department was created in 1862 to provide services to farmers (including research and soil conservation and efforts to stabilize the farming economy).

**User name and password:** A user name is a person's identification on a computer system. The password is a word or string of characters that is used for authentication, to prove identity or gain access to the computer system.

**Validation interviews:** A short telephone interview conducted by SOC supervisors to confirm the household was visited by an interviewer and the survey was administered as expected.

**Week-Ahead Magnet:** The magnet is a visual reminder of the days included in the study week and indicates on which days the respondent is to call the SOC to report food acquisitions, and when the field interviewer will return for the final visit.

**WIC:** The Women, Infants, and Children Program provides supplemental foods, health care referrals, and nutrition education to low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk. The WIC program provides vouchers, checks, or EBT cards that can be redeemed at groceries stores and other locations for specific nutritional food items.

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**APPENDIX K**  
**OUTREACH LETTERS**

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Nancy Cole  
Project Director

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Cambridge, MA 02139  
Telephone (617) 491-7900  
Fax (617) 491-8044  
www.mathematica-mpr.com

April 1, 2012

NAME  
TITLE  
ORGANIZATION  
ADDRESS  
CITY, STATE ZIP

Dear NAME:

The U.S. Department of Agriculture (USDA) is conducting a new survey called the *National Food Study*. USDA has contracted Mathematica Policy Research to design and conduct this study. Households all across America will tell us important facts about the food they obtain to feed their families. The National Food Study will answer some basic questions about U.S. households:

- How much do they spend on food for their family?
- How much food comes from supermarkets? Restaurants? School cafeterias? Et cetera.
- How does access to food and retailer choice affect dietary quality?

This information will help USDA improve programs and will help assure that all residents of the United States have access to a healthy diet at affordable prices.

[COUNTY] has been selected to be part of the National Food Study. From April through October 2012 we will have several professional interviewers in the county. They will visit randomly selected addresses and screen households to determine their eligibility for the study. We expect to interview about 400 households during this time period, and invite about 100 eligible households in your county to participate in the study. If they chose to participate they will be asked to complete interviews and record information about the foods they obtain during a one-week period. Participating households will receive an incentive for participation.

We hope that you will encourage community members selected for the study to participate. We have enclosed a study flyer for you to review and post in a public area so that individuals in your organization will know about the study. To learn more about the study, see the enclosed brochure, visit our website at [www.usdafoodstudy.org](http://www.usdafoodstudy.org), or call our toll-free number at 866-275-8659.

Thanks in advance for your cooperation and support of the National Food Study!

Sincerely,



Nancy Cole, Ph.D.  
Project Director, National Food Study

Nancy Cole  
Project Director

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April 1, 2012

POLICE DEPT  
ADDRESS  
CITY, STATE ZIP

Dear [NAME OF POLICE DEPT.]

The U.S. Department of Agriculture (USDA) is conducting a new survey called the *National Food Study*. The USDA has contracted Mathematica Policy Research to design and conduct this study. Households all across America will tell us important facts about the food they obtain to feed their families. The National Food Study will answer some basic questions about U.S. households:

- How much do they spend on food for their family?
- How much food comes from supermarkets? Restaurants? School cafeterias? Et cetera.
- How does access to food and retailer choice affect dietary quality?

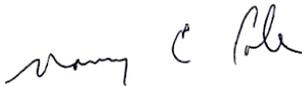
This information will help USDA improve programs and will help assure that all residents of the United States have access to a healthy diet at affordable prices.

[COUNTY] has been selected to be part of the National Food Study. From mid-April through October 2012 we will have several professional interviewers in the county. They will visit randomly selected addresses and screen households to determine their eligibility for the study. We expect to interview about 400 households during this time period, and invite about 100 eligible households in your area to participate in the study. If they chose to participate they will be asked to complete interviews and record information about the foods they obtain during a one-week period.

We have enclosed a study flyer for you to review and post in a public area so individuals in your organization will know about the study. To learn more about the study, see the enclosed brochure, visit our website at [www.usdafoodstudy.org](http://www.usdafoodstudy.org), or call our toll-free number at 866-275-8659.

Thanks in advance for your cooperation and support of the National Food Study!

Sincerely,



Dr. Nancy Cole  
Project Director, National Food Study

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