

**National Food Study
Telephone Interviewer Manual**

March 26, 2012



MATHEMATICA
Policy Research, Inc.

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I. INTRODUCTION TO THE PROJECT

Congratulations on being selected as a telephone interviewer for Mathematica Policy Research on the National Food Study. This manual provides comprehensive information about how to conduct telephone 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 telephone interviewer, you play a critical role in the success of this study as you will be in direct contact with households. 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:

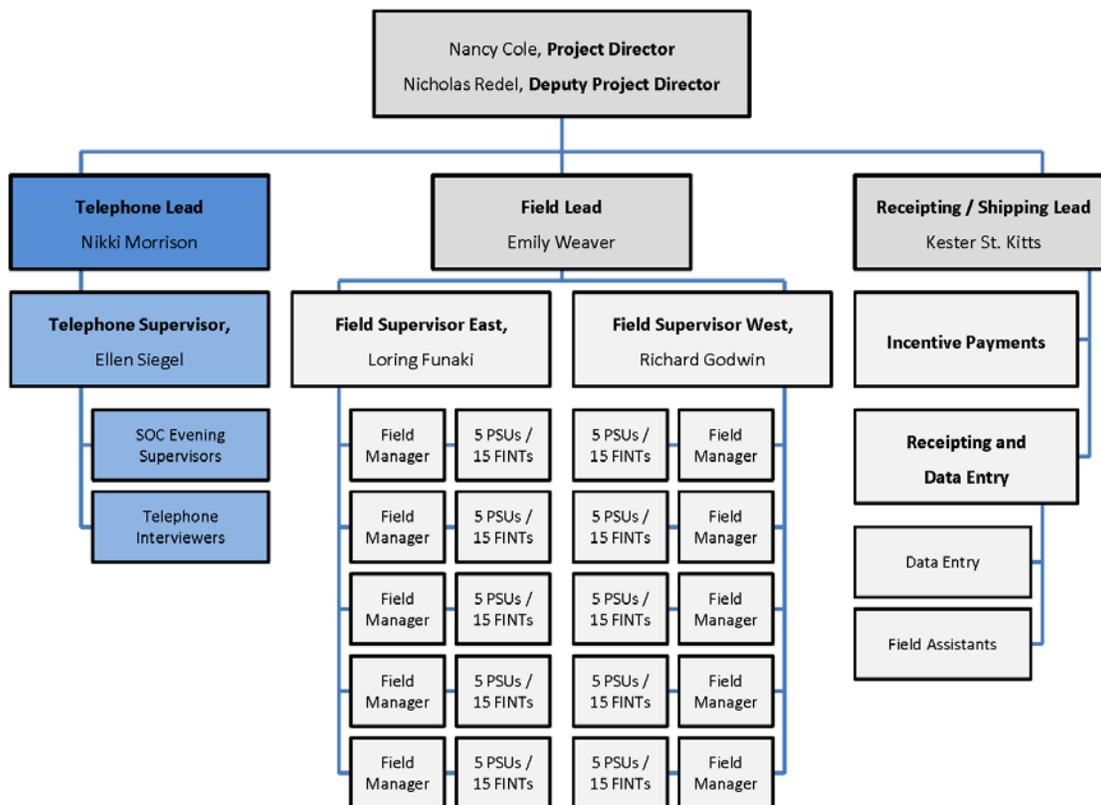
- Initial Household Visit
 - Provide consent
 - Complete Initial Interview
 - Receive video training about how to use the food books and scanner
- Each day from Day 1 to Day 7
 - Household members record food acquisitions in food books

- 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 telephone interviewer, you play a critical role during Days 1 to 7 in helping households provide the best quality data possible about their food acquisitions. The rapport you build, the way you respond to questions, and your ability to guide respondents through the interviews will ensure households stay 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 and telephone interviewers will be supported at multiple levels as shown in the graphic below:



Makeup of Study 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 telephone lead** will review and assess progress reports on phone operations, identify problems, work with the telephone supervisor to direct resources as needed, liaise with the field lead as needed to address issues. The Telephone Lead will also be responsible for assessing interviewer performance (in aggregate) and conducting supplemental trainings as necessary.
- **The telephone supervisor** will ensure that enough interviewing staff are available to meet the study targets for completed interviews, that study protocols are being followed, and that monitoring proceeds as scheduled.

D. Your Role as a Telephone Interviewer

SOC telephone interviewers have two important roles:

1. Answering questions about the study that come through the toll-free helpline (from participants and nonparticipants)
2. Conducting interviews to collect information from households' food books

To accomplish these tasks, you will use a custom-built Food Reporting System (FRS), which is discussed in Section III.

II. CALLS TO THE STUDY'S TOLL-FREE NUMBER

Telephone interviewers will answer questions about the study that come through the toll-free helpline. This chapter is about taking calls from people who are not currently participating in the study.

A. Advance Notification

Data collection will begin April 16, 2012. Approximately two weeks before the start of data collection, Mathematica will send two types of advance notification: we will inform police stations and local offices for USDA programs about the study, and we will send an advance postcard to the first batch of addresses sampled for the survey.

Mathematica will send a letter and flyer about the study to police stations so that they know that our field staff will be in their community. We will notify local offices for the Supplemental Nutrition Assistance Program (SNAP) and Women, Infants and Children (WIC) program. These are USDA program and survey respondents may ask these offices questions about the study since the survey is funded by USDA. Informing local agencies also helps to establish the survey's importance and legitimacy. Although local agencies are not respondents, their help can be invaluable and greatly improves our chances of gaining the cooperation of the people these organizations serve. Community ambassadors can encourage people to participate and smooth every aspect of data collection. Equally important, however, is that these same people can dissuade cooperation if they don't feel the study is legitimate, feel their clientele are being threatened or hassled in any way, or feel that their questions are not answered. Appendix A of this manual includes copies of the local agency letter and flyer. These materials include the URL for the study website and the toll-free number, and may generate calls from local agency staff or community leaders requesting information.

Mathematica will mail an advance postcard to all addresses sampled for the study. The postcard notifies residents that their address has been selected for the study and requests their participation. The postcard is in English and Spanish and includes the study's toll-free number and website URL so that households can obtain more information about the study. Appendix A includes a copy of the postcard. Postcards will be mailed to the first release of sample on April 1, 2012. Each subsequent batch of sample will receive their postcard approximately one week before interviewers begin working that sample.

In addition to these advance notices, field interviewers will post flyers in food stores. The flyer is intended to increase brand recognition for the study so that the study name is familiar to people who receive a postcard at sample addresses.

As a result of these notifications, you may receive calls throughout the study from current participants, potential participants, and individuals that have not been selected for participation.

Study website: www.usdafoodstudy.org

B. Answering Questions About the Study

Our first contact with the public will likely come in the form of questions to the toll-free number about the advance notifications. The questions received during the pre-field period will be somewhat different from those you will receive from respondents during actual data collection. It is essential that you are well versed in the study and what we ask people to do so you can answer their questions accurately and address their concerns. Because we are asking local organizations to post flyers about the study, it is also possible that early calls might come from people who want to participate but who are not actually eligible for a variety of reasons, including the possibility that their address has not been selected for participation.

When calls come into the toll-free number you will answer the phone “National Food Study” and first ask the caller if he or she is currently participating in the study. If they are not a current participant, ask how he or she learned about the study. For example, is the caller a potential respondent who obtained the number from the postcard? Is the caller someone from a SNAP or WIC agency to which we sent information? Or is the caller someone who noticed a flyer and called to learn more? Knowing that a caller is a potential respondent (with a postcard) is important because calls from potential respondents are tracked differently.

You will log all calls in the Food Reporting System (FRS). Screenshots for this system are shown on the next page. You will get three types of calls:

1. Calls from individuals participating in the study - they have been contacted by a field interviewer and are calling to report food data or ask questions
 - a. Find the household address on the Households List page
 - b. Click New Call
 - c. Complete the New Call popup
 - d. Click continue
 - e. Document the purpose of the call on the Notes and Email tab
 - f. End the call after resolving the caller’s issues
2. Calls from individuals or addresses in the sample, but not participating (they received a postcard but have not been contacted by a field interviewer)
 - a. Find the household address on the Households List page
 - b. Click New Call
 - c. Complete the New Call popup
 - d. Click continue
 - e. Document the purpose of the call on the Notes and Email tab
 - f. End the call after resolving the caller’s issues
3. Calls from individuals or addresses NOT in the sample (they did not receive a postcard). These are calls from individuals who saw the flyer or heard about the study from a friend and want to learn more. Or they could be calls from a manager of a local SNAP office who has questions about the study.
 - a. Click Outside Caller (on the Households List page)
 - b. Click Add Note
 - c. Document the purpose of the call and the resolution

The confidence and poise with which you answer questions is critical. Project knowledge is essential to providing accurate and informative answers. If a caller asks a question that you are unable to answer, offer to return the call with the requested information. For more information about using the Notes and Email tab review Chapter VI.

Households List Page

The National Food Study
Welcome **nmorrison** | [\[Change Password\]](#) | [\[Log Out\]](#)

Households List [Manage Users](#)

Outside Caller

Household	Primary Contact	Address	Start Date	Day	Up-to-date
90000968	Andrew Jackson	847 E Santa Ana Blvd Santa Ana CA 92702	03/06/2012	17	✘
90000984	Theodore Roosevelt	851 E Santa Ana Blvd Santa Ana CA 92702	02/28/2012	24	✘
90000997	Woodrow Wilson	853 E Santa Ana Blvd Santa Ana CA 92702	02/28/2012	24	✘
90000955	James Monroe	845 E Santa Ana Blvd Santa Ana CA 92702	02/25/2012	27	✘
90000942	James Madison	843 E Santa Ana Blvd Santa Ana CA 92702	02/24/2012	28	✘
90000939	Thomas Jefferson	841 E Santa Ana Blvd Santa Ana CA 92702	02/23/2012	29	✘
90000926	John Adams	839 E Santa Ana Blvd Santa Ana CA 92702	02/22/2012	30	✘
90000900	Sarah Truman	1011 Stone Canyon Road Los Angeles CA 90077	02/21/2012	31	✘
90000913	George Washington	837 E Santa Ana Blvd Santa Ana CA 92702	02/21/2012	31	✘

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C. Frequently Asked Questions from Organizations and Individuals Not Currently Participating

You are likely to get the following questions throughout the field period:

- **Confidentiality:** How did you get my name? Who will see my answers? How will this affect my benefits or services?
- **Legitimacy:** Who is sponsoring the study? Who are you? How will the information be used?
- **Logistics:** How long will it take? What's involved? How do I get more information?

Appendix B includes anticipated questions and answers that you should know. Remember that callers may phrase questions differently, so please listen carefully to the issue or concern before answering, and be sure that you answer the question. The answers provided in Appendix B may be read verbatim, however, after you are thoroughly familiar with the study and the Q&As, you should feel free to go off script.

D. Refusal Aversion Responses to Participants and Potential Participants

Our goal is to avoid refusal whenever possible. You may receive calls from participants who just started the study week and want to drop out of the study. You may also receive calls from people who receive the advance postcard and want to refuse before they meet with a field interviewer.

- If a person is already participating, your goal is to determine their concerns and how we can help them be successful in the study.
- If a person is not yet participating, your goal is to enable our field interviewers to meet the respondents in person to explain the study and determine if the household is eligible to participate in the study.

It is always more difficult to convert someone who has refused to participate than it is to answer questions and leave the door open for a personal contact. It is critical that you really listen to the callers' concerns. Whenever possible, you should reply with phrases beginning with "I understand ...," which helps establish rapport with the caller. Be careful not to introduce new issues or concerns in your responses. Focus on the caller's issues and alleviate their concerns. Potential questions and responses to avoid refusal are presented in Appendix B.

FoodAPS is a voluntary study. Do not pressure people or keep them on the phone an unusually long time if they clearly want to refuse. We do not want any respondents to feel that they were not treated with respect because this will give the study a bad reputation in neighborhoods where we will work for 6-months.

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III. SCHEDULING AND ROUTING CALLS

We ask respondents to call the SOC to report their food acquisitions three times during the seven-day study week (Days 2, 5, and 7). We ask them to call the toll-free number after 6:00 p.m. or after their last food acquisition for the day and before 9:00 p.m. (local time). Most of these calls will be about 15 minutes. Respondents who call Mathematica on the scheduled days receive a telephone bonus payment of \$10 for initiating the call. Therefore, respondents who adhere to the call schedule will receive three \$10 bonus payments (\$30 total). When the toll-free number rings at the SOC one of two people will answer the phone: the Telephone Supervisor or the Telephone Assistant. The person who answers the phone will determine the purpose of the call.

- If the caller is **NOT** from a participating household, the Telephone Supervisor or Telephone Assistant will take the call, following the procedures discussed in Section II.
- If the caller **IS** from a participating household, calling to report food acquisitions, the person that answered the phone will forward the call to an available interviewer. The interviewer will answer the phone, ask for the respondent's name, and begin the food reporting call (described in Section V).

If a participating household does not call the SOC on the scheduled day (day 2, 5 or 7 of the study week), the SOC will make an outbound call to the respondent on the following day. The FRS will identify households needing outbound calls and assign them to available telephone interviewers.

If we have no contact with a household by midnight on Day 3, the telephone supervisor will email the field interviewer who will contact the respondent on Day 4 (by phone or in-person) to determine if the household is participating and to identify the problems they might be having. These households will be identified on the outbound call report, and the Telephone Supervisor will send email to the field interviewer from within the FRS' Notes and Email tab on the morning of Day 4.

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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 (FINTs) will conduct a CAPI interview with the primary respondent during each of these visits.

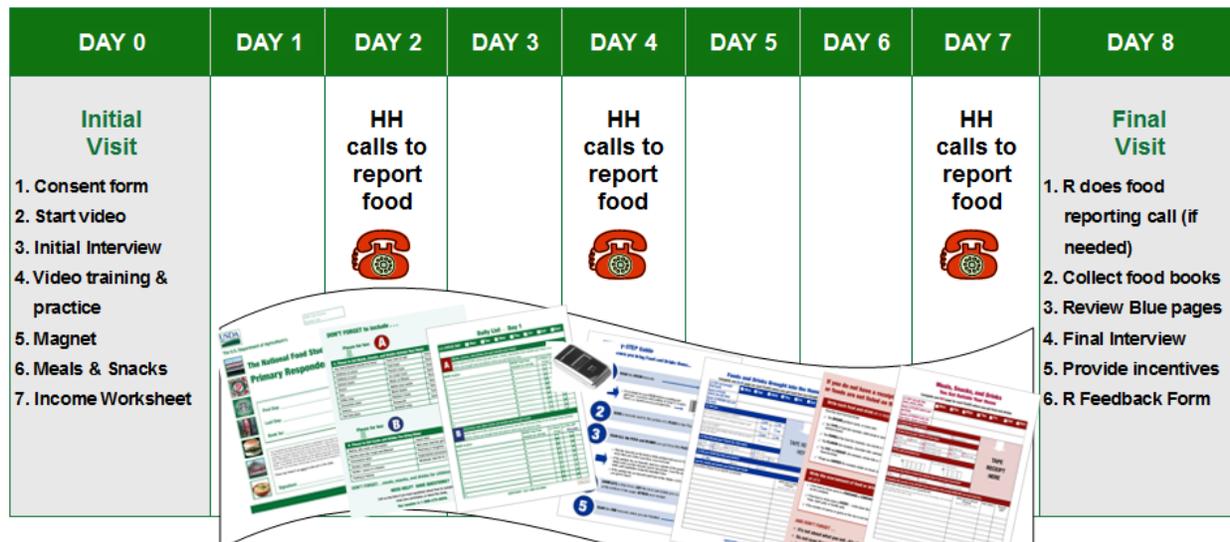
A. Initial and Final Visits

All sample addresses will be screened by FINTs to determine eligibility for the study. The screener is a brief 10-minute interview. When an eligible household is identified, the FINT invites them to participate 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. The FINT begins this visit by obtaining informed consent. Then the FINT conducts the **Initial Interview** by CAPI, and uses the **household training video** to train the primary respondent on how to use the food books and scanner.
- **Final Visit (1 hr)** – This visit is conducted by appointment after the end of the household’s food reporting week. During this visit, the FINT will ask the respondent to make a food reporting call if they missed a call. Then the FINT collects survey materials, reviews Blue pages, conducts the **Final Interview** by CAPI, provides household incentives, and asks the respondent 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



B. Initial and Final Interviews

Field interviewers conduct two CAPI interviews with the primary respondent in each household. These interviews are conducted at the beginning and end of the data collection week, and are named for the visit in which they occur:

- **Initial Interview (30 minutes)** is conducted during the initial visit. This interview includes questions about the number of people in the household, their ages, education, and other characteristics. This interview also includes questions about where the respondent shops for food, and whether they receive benefits from food assistance programs.
- **Final Interview (35 minutes)** is done at the end of the week. It includes questions about household income, major non-food expenditures and financial practices like bill paying. It also includes questions about family health, special dietary needs, nutrition knowledge, and food security.

The interview times listed above are average times. Interviews may take more or less time depending on household size.

V. FOOD BOOKS

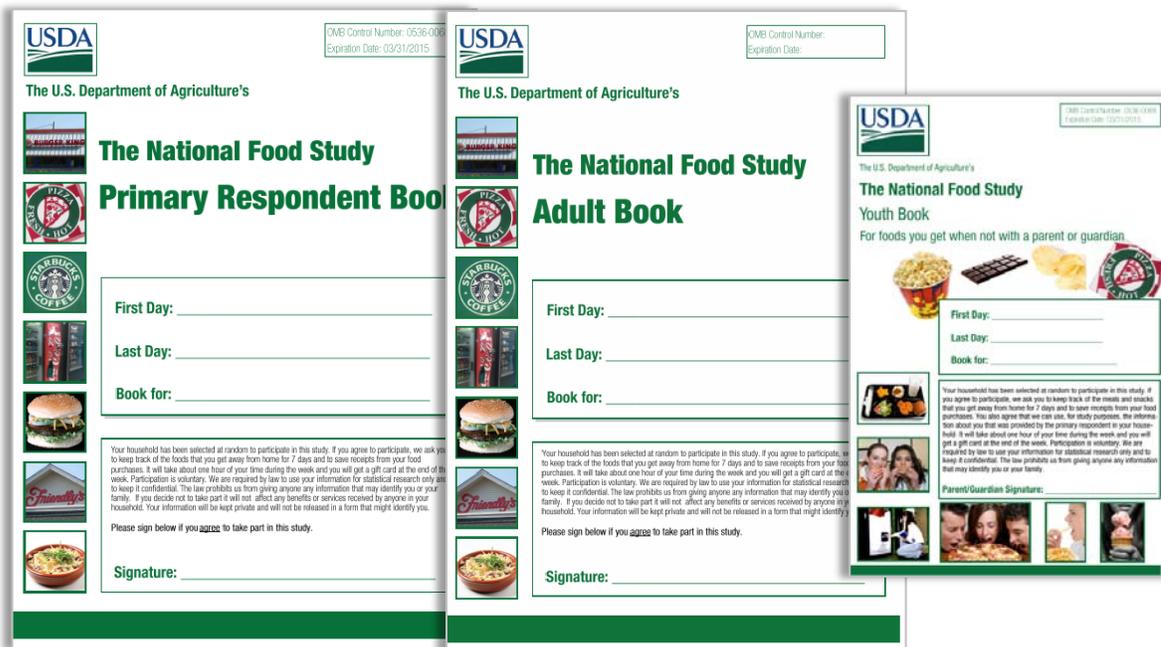
Telephone interviewers should be familiar with the Primary Respondent Food Book after tracking your own food acquisitions for one week prior to training. Some of you have other household members who also tracked acquisitions in Adult or Youth Food Books. This chapter provides a detailed review of the 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 food-away-from-home (FAFH) on Red pages and all food-at-home (FAH) on 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)
1. **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.



1. 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.

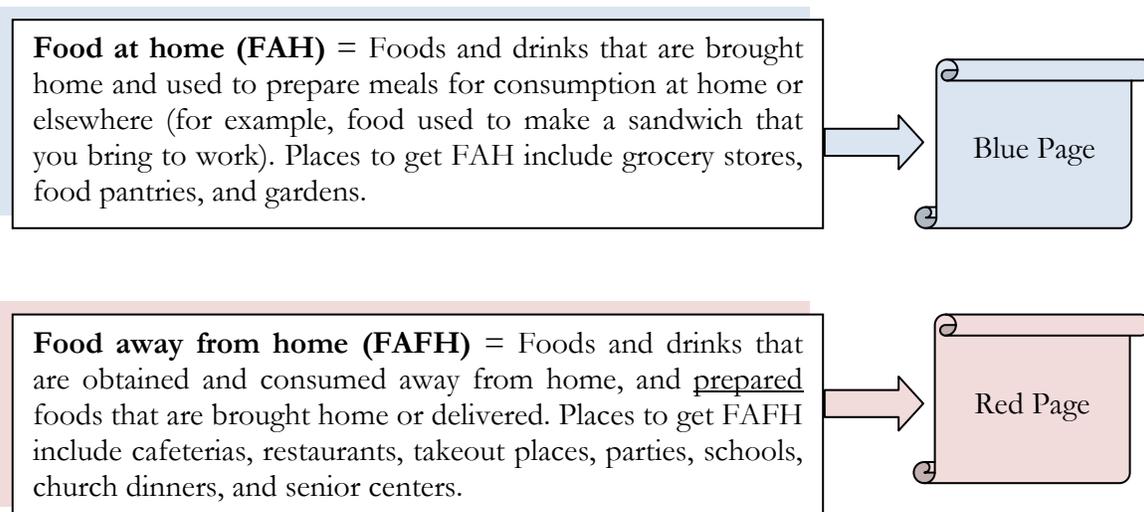
The following are examples of nonparticipating household members:

- 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.

2. 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. You may also watch the household training video as a refresher.

3. 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 or 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**

Begin

• 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.

Oops

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**

End

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:							
(+) Did you ...							
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 \$ _____							
(-) How did you pay? Check ALL that apply							
<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							
(-) Did you SCAN the food and drinks?							
<input type="checkbox"/> ALL <input type="checkbox"/> None <input type="checkbox"/> Some							
List ALL foods and drinks you COULD NOT SCAN							
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.

4. 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:

- | | |
|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 2. Convenience store, corner store, or bodega | 8. Farmers' market or farm stand |
| 3. Grocery store or supermarket | 9. Garden, hunting, and fishing |
| 4. Big-box or discount store | 10. Food bank or food pantry |
| 5. Liquor or package store | 11. Other place (such as bakery, delicatessen (deli), fish or meat market, or any other store not listed) |
| 6. Drug store or pharmacy | |
| 7. 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.

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.

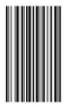
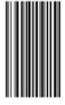
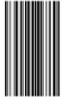
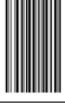
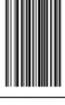
The pages are organized into three sections:

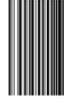
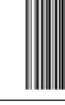
12. Bulk foods
13. Deli items
14. Fruits and vegetables

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.

FRUITS & VEGETABLES: Carrots – Cherries		FRUITS & VEGETABLES: Chervil – Corn	
Carrot   Scan quantity code	Celery Sticks  	Chervil  	Cilantro (Chinese Parsley/Coriander)  
Carrots, Baby  	PICTURE NOT AVAILABLE 	Celery, Hearts  	Chick Peas/ Garbanzo  
Cauliflower   Scan quantity code	Chard  	Chinese Okra, Red, Regular (green)  	Clementine   Scan quantity code
Celery Root/Celeriac   Scan quantity code	Cherries, Red or black  	Coconut   Scan quantity code	Chives  
Celery, Bunch   Scan quantity	Cherries, White  	Choy Sum/ Pak Choy Sum   Scan quantity code	Collards  
Corn   Scan quantity code			

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.

5. 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.

6. 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 respondent to mirror your training when he/she shows the youth how to complete this book after you leave.

7. Additional Forms

This section describes three instruments that field interviewers 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. These instruments are left 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 the FINT will return to the household to conduct the Final Interview and provide the incentive check and gift cards.

FINTs 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** the Initial Visit, even if there seem to be extenuating circumstances like going away for the day.

Respondents should not change their shopping plans because of the survey, and they should not start recording foods they get until Day 1 on the magnet.

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

Respondents are encouraged 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		National Food Study—The Week Ahead					
DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7	DAY 8
	CALL US ↓ REPORT food info 866-275-8659			CALL US ↓ REPORT food info 866-275-8659		CALL US ↓ REPORT food info 866-275-8659	Interviewer returns at ____:____ to complete interview and deliver Gift
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:		<input type="text"/>			Telephone:		<input type="text"/>

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.

FINTs encourage respondents to keep this form on their refrigerators using the Week-Ahead Magnet, and to fill the form at the end of each day. To personalize the form for the household, FINTs 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="radio"/> Breakfast	<input type="radio"/> AM												
	<input type="radio"/> Lunch	<input type="radio"/> PM												
	<input type="radio"/> Dinner	<input type="radio"/> Eve												
Person 2	<input type="radio"/> Breakfast	<input type="radio"/> AM												
	<input type="radio"/> Lunch	<input type="radio"/> PM												
	<input type="radio"/> Dinner	<input type="radio"/> Eve												
Person 3	<input type="radio"/> Breakfast	<input type="radio"/> AM												
	<input type="radio"/> Lunch	<input type="radio"/> PM												
	<input type="radio"/> Dinner	<input type="radio"/> Eve												
Person 4	<input type="radio"/> Breakfast	<input type="radio"/> AM												
	<input type="radio"/> Lunch	<input type="radio"/> PM												
	<input type="radio"/> Dinner	<input type="radio"/> Eve												
Person 5	<input type="radio"/> Breakfast	<input type="radio"/> AM												
	<input type="radio"/> Lunch	<input type="radio"/> PM												
	<input type="radio"/> Dinner	<input type="radio"/> Eve												
Person 6	<input type="radio"/> Breakfast	<input type="radio"/> AM												
	<input type="radio"/> Lunch	<input type="radio"/> PM												
	<input type="radio"/> Dinner	<input type="radio"/> 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 given to respondents during the Initial Visit. 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. FINTs 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.

FINTs do not collect the worksheet from respondents at the end of the week, so respondents should feel free to write additional notes on the worksheet if it will help them during the final interview. If respondents ask about the worksheet, remind them 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.

Averting Refusals after the Initial Visit

The Initial Visit may feel overwhelming for some respondents because they are provided with a lot of information all at once. If respondents call with questions or concerns after the initial visit, be alert for signs that the respondent may refuse to participate in the study and work to put the respondent at ease.

VI. TELEPHONE REPORTING OF FOOD ACQUISITIONS

The food books described in the previous chapter serve as an aid to help households record all the food that they acquire during the study week. We will ask respondents to report some of this information to us during telephone calls on days 2, 5, and 7 of the study week. The telephone calls serve multiple purposes; they enable us to

1. Collect information that respondents will easily remember (or can read off their receipt), so they do not need to write everything on a Red or Blue page;
2. Create a detailed digital record of household food acquisitions, which we can link to nutritional information for later analysis;
3. Obtain information about the distance from the respondent's home to the locations where they obtain food, which we will use to analyze food availability;
4. Retrain respondents immediately or identify in-field retraining needs; and
5. Report problems during data collection to supervisors.

A. Purpose and Structure of Telephone Reporting

During each food reporting call, telephone interviewers ask the main respondent about the information recorded in the household's food books. When you begin a call in the FRS, you will be prompted to select the name of the person you are talking with – in most cases this will be the primary respondent. If someone other than the primary respondent calls, select their name and complete the call. If the caller is under age 18, you should ask to speak with an adult, however, if a teenager indicates that the adult asked them to complete the call, you can proceed with the call.

Telephone reporting of food acquisitions is quite different from traditional computer-assisted telephone interviews (CATIs). With traditional CATI, you read exactly what appears on the screen and record answers in given categories. Responses to each question guide you through the instrument. In contrast, when you ask respondents about their food acquisitions, you will follow a general script and enter responses through the Food Reporting System (FRS). Unlike CATI interviews, telephone interviewers are encouraged to ask follow-up questions to gather additional or clarifying information about household food acquisitions during the call. The FRS has screens that closely resemble the pages in the food books. By mirroring the book layout, you can ask respondents to tell you about each page in their books. They can read what is on the page, and you can enter the information and ask clarifying questions by referencing the sections of the page that they are looking at.

Another difference between the FRS and a traditional CATI interview is how the interviewer moves from screen to screen. In a traditional CATI interview the system guides the interviewer from screen to screen. The FRS on the other hand, requires the interviewer to navigate between screens. The advantage is that interviewers can record information as it comes up in conversation, moving freely within and between screens. Telephone interviewers are responsible for checking that all information was collected during the interview.

Structure of the Calls

Before we receive calls from survey respondents, we will load the FRS with information about the household: name of the primary respondent, name of each additional household member, when the seven-day study week began, household address and phone number, name of field interviewer who trained the household. This information is uploaded from the Initial Interview, the first CAPI interview conducted by the household's Field Interviewer. Therefore, once the respondent is trained on the data collection and completes their Initial Interview all of the information needed to select the household and record its food acquisitions is available to you in the FRS.

When a call comes in, the person who answers the phone will forward the call to an available interviewer. When you get a call, follow these steps:

1. Find the household on the Households List and click the Household ID.
2. Complete the New Call pop-up box.
3. Review the Household Details page. You must "Confirm and Lock Household Details" if this is the first call with the household.
4. Go to the Book tab and collect information from food books.
5. Check the "User Participation" tab to see if you missed information from any household members.

During the first call with a household, you will confirm the information on the Household Details screen: respondent name, telephone number, number of people in the household, and names of all household members. (This information was populated from the Initial Interview.) You will be able to add, modify, or correct household details directly in the FRS during the first call. It is important that the household information is correct because this information is used on multiple screens in the FRS and the call will become confusing if the information is inaccurate. After confirming household details click "Confirm & Lock Household Details". This will lock-in the household details for the remainder of the week and enable you to access the Book tab. You cannot access the Book tab until you "Confirm and Lock Household Details."

Click on the Book tab which will bring you to the Daily List page in the primary respondent's book. Starting in the Primary Book, ask the respondent to read the list of places on their Daily List, beginning with the top (Section A) and then the bottom (Section B). After entering this information in the FRS, instruct the respondent to mark an "X" in the Office Use box at the bottom of the page and ask him or her to go to the next Daily List Page. Continue this process for all Daily List pages that the respondent has completed so far. For example, on Day 2, the respondent should have completed the Daily Lists for day 1 and day 2. As discussed below, the FRS will automatically highlight the days that you should ask about.

Next, still in the Primary Book, review each Red page (these should correspond to places in Section A of the Daily List). Ask the respondent to turn to the first Red Page. During the first call with the household, this will be the first Red Page in the book. On later calls, it will be the first Red Page without an "X" in the Office Use box. Start by confirming the name of the place that will be pulled from the Daily List. Next you will ask the respondent to tell you what he or she has written on the Red Page. If needed, you can read each of the questions or just let the respondent read his or

her answers without prompting. Record all of their data into the FRS. After completing a page, ask the respondent to mark an “X” in the Office Use box and flip to the next Red Page. Continue for all Red Pages in the book as appropriate for this call. Then repeat this process for each additional food book in use by the household.

During the call, the FRS will sometimes prompt you to ask the respondent for additional information. For example, if the respondent recorded a place in section B of his or her Daily List, the FRS will ask about scanning and completing Blue Pages. These questions serve to remind respondents of what they should be doing for food at home and allows them to request additional help if needed. Remember, an important part of this call is to determine if respondents understand survey materials and are using them correctly.

This study asks a lot from respondents and it is understandable that respondents could become confused by some of the nuances of recording information in their food books. If you discover that a respondent is confused, you should help them understand how to use their books correctly. Retraining and offering assistance is an important aspect of all calls.

This manual includes a Step-by-Step Guide to follow during calls (Appendix C). This guide will be laminated and available at all call stations, with the most common Q&As printed on the back side.

STEP-by-STEP for the Food Reporting System (FRS)

Phone Interviewing Charge Code: 06687.152

AFTER THE INITIAL INTERVIEW (FIELD) household information is uploaded into the FRS during the overnight process (address, phone number, primary respondent, HH members, start date, etc).

1

WHEN CALL COMES IN, login to the FRS, select the HH, fill the out the new call pop-up, and start the call. If this is your first call with the HH, confirm HH details are correct (add and edit information as needed) and lock-in HH details.

2

REVIEW EACH GREEN DAILY LIST. Ask the respondent for place information in the top (Section A) and bottom (Section B) sections. Once page is complete, instruct respondent to make an “x” in the “Office Use” box and flip to the next page. Continue for all daily list pages in the book that are required.

3

REVIEW EACH RED PAGE. Ask the respondent to turn to the first red page that they have not reported to us. During the first call, it will be the first red page. After the first call, it will be the first red page without an “x” in the “Office Use” box.

CONFIRM information that was imported from daily list. **GATHER** information from the respondent's red page and **RECORD** it into the FRS.

Once page is complete, tell respondent to make an “x” in the “Office Use” box and flip to the next page. Continue for all red pages that are required.

REPEAT STEP 2 and **STEP 3** for each Adult book.

REPEAT STEP 3 for each Youth book.

4

CHECK USER PARTICIPATION TAB and follow-up on any yellow question marks.

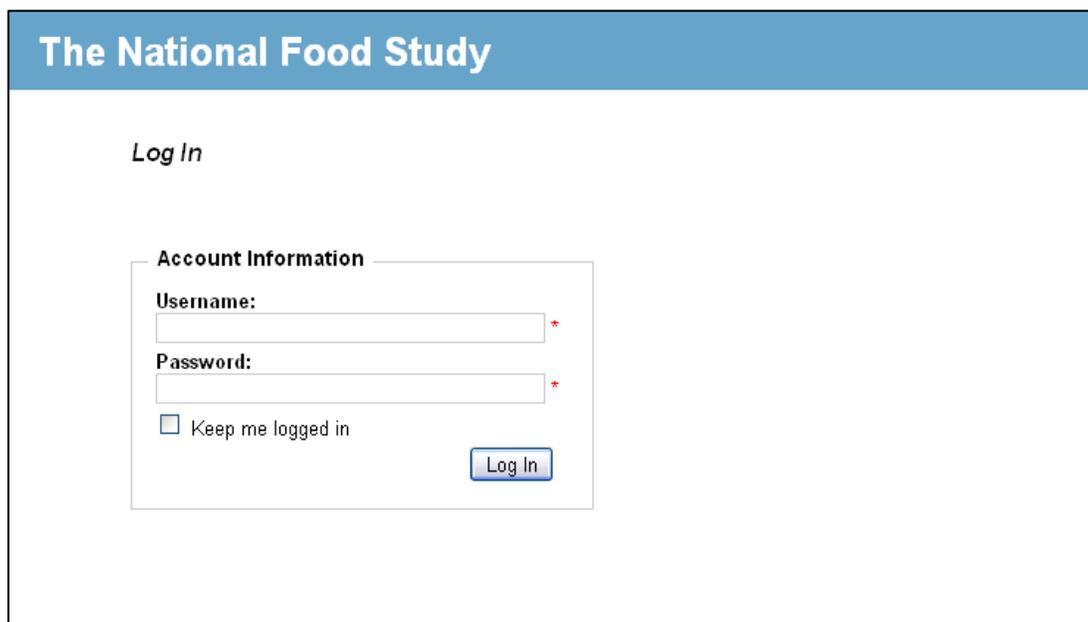
5

THANK the respondent for their time. And **REMIND** them about upcoming calls. **RECORD NOTES** if needed before pressing end call in the FRS.

B. Using the Food Reporting System (FRS)

1. Login to FRS

All trained and active telephone interviewers should be activated in the system before the start of the field period. Your supervisor will provide you with a user name and password on your first day. As you start your shift, login to the FRS: enter your user name and password, select Keep me logged in, and click the Log In button at the bottom right corner.



The screenshot shows a web interface for 'The National Food Study'. At the top, there is a blue header with the text 'The National Food Study'. Below the header, the text 'Log In' is displayed. The main content area contains a form titled 'Account Information'. This form includes two input fields: 'Username:' and 'Password:', each followed by a red asterisk. Below these fields is a checkbox labeled 'Keep me logged in'. At the bottom right of the form is a blue 'Log In' button.

2. Households List

After you login to FRS, you will see the Households List page. This screen provides a list of each household that is active in their study week. You select a household from this screen by paging through the list of households, or by typing the first or last name, or telephone number in the search box at the top of the screen and pressing Enter. (You may search for a telephone number even though you do not see telephone numbers on this screen.)

Important: If you see more than one household with the same last name, you should use other identifying information, such as the primary contact's first name or the household address to ensure that you are selecting the correct household.

The National Food Study
Welcome **nmorrison** | [\[Change Password\]](#) | [\[Log Out\]](#)

Households List [Manage Users](#)

Outside Caller

Household	Primary Contact	Address	Start Date	Day	Up-to-date
90000968	Andrew Jackson	847 E Santa Ana Blvd Santa Ana CA 92702	03/06/2012	17	✘
90000984	Theodore Roosevelt	851 E Santa Ana Blvd Santa Ana CA 92702	02/28/2012	24	✘
90000997	Woodrow Wilson	853 E Santa Ana Blvd Santa Ana CA 92702	02/28/2012	24	✘
90000955	James Monroe	845 E Santa Ana Blvd Santa Ana CA 92702	02/25/2012	27	✘
90000942	James Madison	843 E Santa Ana Blvd Santa Ana CA 92702	02/24/2012	28	✘
90000939	Thomas Jefferson	841 E Santa Ana Blvd Santa Ana CA 92702	02/23/2012	29	✘
90000926	John Adams	839 E Santa Ana Blvd Santa Ana CA 92702	02/22/2012	30	✘
90000900	Sarah Truman	1011 Stone Canyon Road Los Angeles CA 90077	02/21/2012	31	✘
90000913	George Washington	837 E Santa Ana Blvd Santa Ana CA 92702	02/21/2012	31	✘

Page size: 20

9 items in 1 page

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3. Start a Food Reporting Call

When a call from a respondent comes to your station or when you place an outbound call:

1. Search for the household on the Households List page
2. Confirm that you have the correct household (use additional information if necessary)
3. Click the household's MPRID. A pop-up window will appear asking if you would like to start a new call with this household. After pressing yes, a new pop-up window will appear with information needed to start a call (e.g., the respondent's phone number for outbound calls) and questions about the call (e.g., inbound or outbound; the purpose of the call)
4. Mark the call type and the outcome, then select the person on the phone and the purpose of the call. Click Start Call if you are connected or End Call if you left a message or there was no answer.

The screenshot displays the 'The National Food Study' web interface. At the top, it says 'Welcome nmorrison | [Change Password] | [Log Out]'. Below the header is the 'Households List' section, which includes a search bar with '90900' and a table of households. A 'New Call' pop-up window is overlaid on the table, containing the following information:

New Call

MPR ID: 90000984
 (888) 888-8888
 3/22/2012 12:36:01 PM

Call Type: Outbound Inbound

Outcome: Connected Left message No answer

Family Member/Field INT:
 Select [v]

Purpose of call:
 Select [v]

Notes:
 [Text Area]

Buttons: Start Call, Cancel

The background table shows household details with columns for Household, Primary Contact, Day, and Up-to-date status. The 'Up-to-date' column contains icons like 'x' or a green checkmark.

When you click Start Call the FRS will automatically send you to Household Details tab, which summarizes household information obtained by the Field Interviewer during the Initial Interview.

4. Household Details Tab

The Household Details tab contains information from the Initial Interview. During the first call you must review the household information on this tab and revise it if necessary. During a first call with a household, you should verify all information with a green label. In the top section of the page, 4 items have a green label: household address, 1st day of book, primary contact, and phone #1. The first day of book is the first day that the household tracked food acquisitions.

The middle section of household details has a green label for family members. Review the names and ages of family members and edit these if necessary by clicking the pencil icon. Names of family members are followed by parentheses with P for Primary Respondent Book, A for Adult Food Book, and Y for Youth Food Book. All household members under age 11 are listed as reported in the primary respondent's book.

There is additional information on the screen that will provide context for the food reporting calls. This information is also uploaded from the Initial Interview but it does not need to be verified with the respondent:

- Name and email of the field interviewer
- Date of the Initial Interview
- Language used during the Initial Interview
- Whether the household receives SNAP or WIC benefits
- Whether any children in the household currently receive school lunches

The National Food Study

Welcome nmorrison | [\[Change Password\]](#) | [\[Log Out\]](#)

Household Information #90000984 CALL IN PROGRESS, started on 03/22/2012 at 12:43pm EST - End Call

Household Details

Book

Call Log

Notes and Email

User Participation

Household Information

Household Details Confirmed

Household #90000984
851 E Santa Ana Blvd
Santa Ana, CA 92702

SNAP Household: No
WIC Recipient in Household: Yes
School Lunch Recipient in Household: No

1st Day of Book
2/28/2012

Maximum possible incentive:
\$180 (H)

Primary Contact
Theodore

Secondary Contact
Select...

Phone 1
8888888888

Phone 2

Family Members

Name	Age		
Theodore Roosevelt (P)	44		✎
Edith Roosevelt (A)	42		✎
Patrick Roosevelt (Y)	16		✎
Kathryn Roosevelt (Reported on Primary Respondents Book)	5		✎

+ Add Member

Interview

Field Interviewer	Interviewer Email	Date of Initial Interview	Language of Initial Interview
Stefan Baumgartner	nredel@mathematica-mpr.com	n/a	Other

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Editing Household Information. Certain information on the Household Details page can be updated during the first call. In the top section, change the 1st day in book by selecting a date on a calendar; change the primary contact by selecting a household member from the list; change the phone number by typing in the phone field. Changes are automatically saved when you enter them. Under family members, edit information by clicking the pencil icon for “Edit”. You can edit names and ages, or add household members. After reviewing the Household Details tab, click on “Confirm & Lock Household Details” to begin recording household food acquisitions.

6. Daily List Page

Select the **Book tab** to go to the Daily List screen. The Daily List screen has three sections.

The **top** of this screen has three boxes: (1) the Primary contact's name and phone number; (2) a list of food books with person names and indicator of the book type (P=Primary, A=Adult, Y=Youth); and (3) a calendar of the seven-day study week.

The bottom of the screen has two sections: (1) the bottom left summarizes the Daily List information entered for the current book and provides links to red pages (food locations); and (2) the bottom right displays a Daily List page.

The yellow highlights remind you of where you are in the books. In the example below, Theodore is highlighted in the Food Books box and Day 3 is highlighted in the Daily List box, because we are currently viewing Theodore's Daily List for Day 3.

Asterisks indicate that additional information is needed from a food book or page. Day 3 in the Daily List table has an asterisk because no information has been entered for Day 3.

To navigate between pages, select the desired food book in the Food Book box and then click on the desired day in the Daily List box.

The National Food Study
Welcome nredel | [\[Change Password\]](#) | [\[Log Out\]](#)

Household Information #90000984 [CALL IN PROGRESS, started on 03/26/2012 at 07:46am EST - End Call](#)

Household Details	Book	Call Log	Notes and Email	User Participation																					
Primary Contact		Food Books		Daily List																					
Theodore Roosevelt (888) 888-8888		Theodore (P) *	Edith (A) *	<table border="1" style="font-size: 0.8em;"> <tr> <td style="background-color: #4F81BD; color: white;">Day 1</td> <td style="background-color: #4F81BD; color: white;">Day 2</td> <td style="background-color: #4F81BD; color: white;">Day 3</td> <td style="background-color: #4F81BD; color: white;">Day 4</td> <td style="background-color: #4F81BD; color: white;">Day 5</td> <td style="background-color: #4F81BD; color: white;">Day 6</td> <td style="background-color: #4F81BD; color: white;">Day 7</td> </tr> <tr> <td style="background-color: #4F81BD; color: white;">Tue *</td> <td style="background-color: #4F81BD; color: white;">Wed *</td> <td style="background-color: #4F81BD; color: white;">Thu *</td> <td style="background-color: #4F81BD; color: white;">Fri *</td> <td style="background-color: #4F81BD; color: white;">Sat *</td> <td style="background-color: #4F81BD; color: white;">Sun *</td> <td style="background-color: #4F81BD; color: white;">Mon *</td> </tr> <tr> <td style="background-color: #4F81BD; color: white;">2/28</td> <td style="background-color: #4F81BD; color: white;">2/29</td> <td style="background-color: #4F81BD; color: white;">3/1</td> <td style="background-color: #4F81BD; color: white;">3/2</td> <td style="background-color: #4F81BD; color: white;">3/3</td> <td style="background-color: #4F81BD; color: white;">3/4</td> <td style="background-color: #4F81BD; color: white;">3/5</td> </tr> </table>	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Tue *	Wed *	Thu *	Fri *	Sat *	Sun *	Mon *	2/28	2/29	3/1	3/2	3/3	3/4	3/5
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7																			
Tue *	Wed *	Thu *	Fri *	Sat *	Sun *	Mon *																			
2/28	2/29	3/1	3/2	3/3	3/4	3/5																			
		Patrick (Y) *																							

Day	Book	Food Location
1-Tue	Theodore (P)	McDonalds *
2-Wed	Theodore (P)	Mc Cormick & Schmick's Seafood *
3-Thu	Theodore (P)	(Empty) *
4-Fri	Theodore (P)	(Empty) *
5-Sat	Theodore (P)	(Empty) *
6-Sun	Theodore (P)	(Empty) *
7-Mon	Theodore (P)	(Empty) *

Daily List Theodore (P) - Day 3 (Thu, Mar 01)

Members on Book

Theodore (P)	<input type="checkbox"/> Member did not get food this day	<input type="checkbox"/> Member is refusing to report
Kathryn	<input checked="" type="checkbox"/> Member did not get food this day	<input type="checkbox"/> Member is refusing to report

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

WHO got the food	NAME of place	Total Paid (include tax and tip - '0' if free)	Red Page?		
Theodore	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/>	

No food events found.

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

WHO got the food	NAME of place	Total Paid (include tax and tip - '0' if free)	Blue Page?		
Theodore	<input type="text"/>	<input type="text"/>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/>	

No food events found.

Entered from Memory Data Validity Concerns

During a call you will start by selecting a food book from the top of the page and then selecting days to go through the Daily Lists in that book.

As you can see, the bottom right-hand side of the page displays Sections A and B of the Daily List in a way that is nearly identical to the pages in respondents' books. After you confirm that you and the respondent are talking about the same book for the same day, ask the respondent to tell you the first place listed in Section A, the total paid, and whether he or she completed a Red Page, then click save. When you click Save, you will save the line that you just entered and you will get a new blank line. Continue until you have recorded all the places for meals, snacks, and drinks outside the home (Section A). Then move to the bottom section (Section B) for places where the respondent got groceries and other foods brought home.

As you type information in the "NAME of place" fields in sections A and B, a drop-down list of places matching the typed information displays on the screen. The list of places is "filtered" to include only places with the information that you type. For example, if you type "burger" you will see all places with "burger" in the name. Depending on the location, you might see "Five Guys Burgers & Fries", "California Burgers", "Jack's Old Fashioned Hamburger." Note that none of these places have the word "burger" at the beginning of the name. The filter searches for the letters you type anywhere in the place name.

It is important (whenever possible) to select the name from the list. The FRS contains the names of all eating places and food stores in and around the survey areas (within 5 miles of urban survey areas and 20 miles of rural survey areas). Of course, it is possible that new eating places opened since we compiled the list for the FRS. So we also give you the option of typing a place that is not on the list.

To select from the list of places, use the arrow keys on your keyboard to highlight the desired place and then press Enter. Selecting the name of the place from the list accomplishes two important goals. First, it ensures that every telephone interviewer spells the names of places correctly, which saves time during data cleaning. Second, it allows menu item data to load correctly for Red page data entry.

- Whenever possible, you should select places from the drop down list instead of entering new or unique places.
- For section A, you will see a list of place names which are places to buy meals and snacks.
- For section B, you will see a list of place names and address for food stores (including supermarkets, convenience stores, bakeries, meat and fish markets, farmers markets, and other specialty stores). You should ask the respondent which location they visited and select the correct record from the list. Places entered in section A do not display addresses. Addresses for these places are entered on the Red pages.
- For schools, be sure that the word "school" is entered in the place field. For example, if a respondent reported that their child got lunch at "Robert Johnson Elementary" then you should enter "Robert Johnson Elementary School". It is not necessary to enter the name of the school and you should not probe for a school name if it is not offered. Enter "Elementary School", "Middle School", "Junior High School", "High School",

“School cafeteria”, or “School snack bar”, depending on the description offered. Just be sure to include the work “school.”

As you enter and save information in the Daily List, the system will generate Red Pages for places added to Section A (food away from home (FAFH)) and list the Red Pages on the left side of the screen – so adding Red Pages increases the number of rows at the left. The same is not true for Section B. You will enter information listed in Section B (food brought home) on the Daily List but the system will not generate Blue Pages because **we record detailed information only about FAFH during the telephone reporting calls.**

At the top of each Daily List in the FRS there is a table for the “Members on Book”. For Adult Books and Youth Books, this table will only display the owner of the book, but for the Primary Book it will display the primary respondent and all household members under age 11. In this table there are two checkboxes that should be used when a household member does not record any *places* in section A or B of that Daily List page.

- **Checkbox (1) Member did not get food this day.** Remember, this study is not about what you eat, it’s about what you get, and sometimes respondents do not acquire food on a particular day. For example, on any given day a respondent might only eat food that they purchased from a grocery store earlier in the week. In this instance they did not acquire any food that day, which is useful information and needs to be recorded by selecting the checkbox for “Member did not get food this day”.
- **Checkbox (2) Member is refusing to report.** Sometimes respondents will not or cannot provide information about their food acquisitions on a given day. This is much different than saying they did not get food because if they do not tell us about their acquisitions, we have no way to know if they did or did not get food. If a respondent will not or cannot provide information about their acquisitions on a specific day, record this information by selecting the checkbox for “Member is refusing to report”.

These checkboxes are used to make sure that every person in the household is accounted for on each day in one of these categories:

- (1) Acquired food (recorded by filling out Section A for FAFH or Section B for FAH)
- (0) Did not acquire food (recorded by selecting Checkbox 1)
- (R) Did not provide info (recorded by selecting Checkbox 2)

If the household reports a place in Section B of the Daily List, you will be asked three questions about the foods they brought home: (1) *Were you able to scan your food items?* (2) *Did you have any problems scanning?* (3) *Did you save your receipt(s)?* These questions serve as a reminder to respondents, and they help us to identify households who are having trouble with the Blue Pages and Scanner. If someone says they were not able to scan food or had problems scanning, you should offer additional assistance and work with the respondent to resolve their difficulties. If they report that they did not save their receipt, explain the importance of receipts to this study: receipts provide information about item prices and store savings.

Leaving the Daily List Screen. After you enter all Daily Lists for a Book, ask the respondent to go to the first Red Page (or first Red Page with no “X” in the Office Use box). Ask the respondent “What place is that?” and select the Food Location from the left side of the Daily List screen. This takes you to the Red Page for that place.

Youth Books. The Youth Book does not have Daily List pages but you must enter information in FRS as if the Youth Book has Daily List pages. This is because the system generates Red Pages from the Daily List. To do this

1. Ask the respondent to go to the first Red Page
2. Enter the place on a Daily List page in FRS and SAVE
3. Click the newly listed Food Location in the left-hand column and the system will take you to the corresponding Red Page screen
4. Enter Red Page information, click Page Complete, and return to the Daily List

Repeat 1 – 4 for the all remaining red pages.

7. Red Pages

After opening a Red Page on your screen, ask the respondent to read what they have on the page. The screen contains all the same information as the Red Page in the Book, but the information has been rearranged to fit on your screen. Three fields on the Red Page are prefilled from the Daily List: the day of the week, the place and the total amount paid.

Address. At the top of the Red Page, you must confirm the address where food was obtained. This information is used to tell us how far people travel for food. The address on the Red page may or may not be filled:

- **Address is filled.** The address is filled if the place that you select on the Daily List has only one location. For example, there is only one location for “Home Burger USA” near our survey site in Florida. If you select “Home Burger USA” the address is automatically filled. You should still confirm this address with the respondent. If the address is wrong, click the pencil icon to edit the address (maybe a new location opened).
- **Address is empty.** Click the address box and select the address from the drop-down list of locations near the respondent’s home. You will need to prompt the respondent for additional information. Ask, where is this [PLACE] located? Can you tell me the address? This drop down list of addresses will appear only if you selected a place from a drop down list on the Daily List.
- **Address is empty and there is no drop down list (use Google maps).** This happens when you type a place on the Daily List and do not select from the drop down list. In this case, use Google maps to select the address or to enter a new address for this location. To access the Google map click on the map icon to the right of the address box. The Google map displays all retailers with that name within a reasonable distance of the respondent’s home. If the location is not displayed, ask the respondent for the address and enter the information in the search field at the top of the page. If the respondent does not know the address, you can prompt them for nearby intersections or major roads. After identifying the correct location, click the location in the left column, then click “Use this location”.
- **Address is empty and place is a school, workplace, or private residence.** Do not ask for addresses of workplaces, schools, or private residences such as a relative or friend’s home. Leave the address blank.

The Top Section of the Red page contains mostly checkboxes: some fields accept more than one response (for example, payment method), others require interviewers to choose one answer (for example, “Do you have a receipt?”).

The Bottom Section of the Red Page looks like the page in the food book. Although respondents only write in the bottom section if they do not have a receipt or if the receipt does not list all of the items acquired, **you will fill this section for every Red Page.** Complete the bottom section by asking the respondent to read all of the items on their receipt, and then to read all of the items written on the bottom of their Red Page. You enter each food and drink on a separate row and click the save button after each entry to save the row and get a new blank row.

Entering foods and drinks. The FRS is pre-loaded with foods and drinks so that you can select items from a dropdown list just like you select places from a list. There are three categories of food and drink items in the FRS:

- **Menu items from national chains.** If the place is one of the top 30 sit-down restaurants or top 30 fast-food chains, menu items will automatically populate a drop down list after you begin typing the item name. You should always select items from the drop down list (instead of typing out the full item name). To select an item on the drop down list: Use the up and down arrow keys to highlight the correct item and then press the Enter key. Selecting items from the drop down list will make sure that all items are spelled consistently by all phone interviewers, which is important for the data analysis. This will also save typing time and make the interview go faster. BE CAREFUL to select the correct item from the drop down list. Many menu items have similar names.
- **School foods.** Whenever you type the word “school” in the place field, you can select food items from a drop down list of the most common school breakfast and school lunch menu items. It is important to select from the list, when the item is available, because this saves time later when we match foods and drinks to nutritional information.
- **“Generic” foods.** For locations that are not one of the top 30 sit-down or fast food restaurants, and not schools, generalized menu items will populate the drop-down list. You should always try to select items from the drop-down list. The generic items are foods that may be purchased at restaurants or obtained at private homes (for example, when a respondent eats dinner at a friend’s house). The generic list includes the most popular foods in different categories, plus many “other” categories. For example, you will see broccoli, carrots, eggplant, and lots of other vegetables, plus “Vegetable, other”. The generic list contains specific foods and food categories. For example, it is not possible to list every variety of pizza so we list “Pizza, cheese” and “Pizza, meat.” The drop down also contains popular foods served at ethnic restaurants (Mexican, Chinese, Korean, Thai, Indian, and others). If a respondent provides the name of foods and you don’t know how to spell the food, ask them “What type of restaurant is this?” The popular Indian foods have “(Indian)” as part of the name so you can type Indian and narrow the list to popular items at Indian restaurants.

After entering the food or drink item, ask for the size, price, quantity, and total amount paid. Interviewers should do this for all items listed on the receipt and all items written at the bottom of the respondent’s page. You should also prompt respondents for foods and drinks that they might have overlooked (such as items not listed on the receipt or at the bottom of the page). Many respondents forget to tell us about drinks (alcoholic and nonalcoholic). We encourage interviewers to ask respondents, *Did you add anything to that?*, *Did you have anything else with that?*, *Did you have any side dishes with that meal?*, *Did you have any beverages with that meal?* Interviewers **should not** use specific food items in their prompts. For example, **do not ask**, *“Did you have French Fries with that burger?”* Instead ask, *“Did you have anything else with that?”*

Size or amount: The size or amount field is a two-part field: enter a numeric value and select units from a list. For example, drinks may be reported as 12 oz or 16 oz; a burger may be a 1/2 pound; packaged foods may be reported in grams; and pizza is usually reported as a number of slices. The list of units includes x-small, small, medium, large and x-large; these units do not require

a numeric in front of them. Always probe for units that require a number and use X-S, S, M, or X-L as a last resort. For example, if the respondent says “Medium Diet Coke”, ask “do you know how many ounces that was?” **Note:** If the respondent does not have the receipt or has not completed the red page, you should ask the respondent to provide you with the information from memory. The respondent does not need to write information provided from memory in their food book because you are recording the information in our systems.

Page Complete? After entering all required information on the Red Page, check the box that indicates Page Complete. If the page is complete, it will no longer be marked with an asterisk on left side of the page, meaning Red Pages without asterisks in the left-hand column are complete.

Entered from Memory? If the respondent provides information from memory, either because she does not have the book with her during the call or because she did not record food acquisitions in the book, you should check the box Entered from Memory. This notifies researchers to review the data carefully before incorporating the results into the data file.

Leaving the Daily List Screen. After you enter all the information on this Red page, ask the respondent to mark an “X” in the Office Use box at the bottom of their page and to flip to the next Red page. Ask the respondent “What place is that?” and select the Food Location from the left side of the Daily List screen. It is possible that when you ask a respondent to “Go to the next Red Page” they tell you about a place that is not on the FRS list of food locations. This will happen if the respondent completed a Red Page but forgot to write the place on the Daily List. In this case, you must go back to the Daily List in the FRS, add the place to the Daily List, and then select the Red Page. The respondent does not need to update the page in their food book because you are recording the information in our system.

The National Food Study

Welcome nredel | [\[Change Password\]](#) | [Log Out](#)

Household Information #90000984 [CALL IN PROGRESS, started on 03/26/2012 at 06:29am EST - End Call](#)

- Household Details
- Book**
- Call Log
- Notes and Email
- User Participation

Primary Contact
Theodore Roosevelt (888) 888-8888

Food Books	
Theodore (P) *	Edith (A) *
	Patrick (Y) *

Daily List						
Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Tue *	Wed *	Thu *	Fri *	Sat *	Sun *	Mon *
2/28	2/29	3/1	3/2	3/3	3/4	3/5

Day	Book	Food Location
1-Tue	Theodore (P)	McDonalds *
2-Wed	Theodore (P)	Mc Cormick & Schmick's Seafood *
3-Thu	Theodore (P)	(Empty) *
4-Fri	Theodore (P)	(Empty) *
5-Sat	Theodore (P)	(Empty) *
6-Sun	Theodore (P)	(Empty) *
7-Mon	Theodore (P)	(Empty) *

Red Page Theodore (P) - Day 2 (Wed, Feb 29)

Tue
 Wed
 Thu
 Fri
 Sat
 Sun
 Mon

Name of PLACE where you got food:	Address	Status
Mc Cormick & Schmick's Seafood	2000 Main St, Irvine, CA	<input checked="" type="checkbox"/>

Names of PEOPLE who ate this meal, snack, or drink:

Theodore
 Edith
 Patrick
 Kathryn

Check the meal or snack

Breakfast
 Lunch
 Dinner/Supper
 Snack/drink

How did you pay? Check ALL that apply

Cash
 Check
 Credit card
 Debit card
 SNAP EBT
 School Lunch
 Free
 Gift card
 Other
 Loyalty Card
 Coupons

TOTAL Paid

Do you have a receipt? Yes No

Total paid including tax and tip:

If you left a tip, how much?

Did you buy food or drinks for anyone who is not in your household?

No
 1 person
 2 people
 3 or more people

Complete this section if your receipt DOES NOT list each food item or you DO NOT have a receipt.

Write each food and drink on a separate line	Write size or amount if known	How Many?	Amount Paid	Total Amount Paid
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	\$ <input type="text"/>

No food items found.

Notes about this Red Page

Total Amount Paid: \$0.00
Difference In Totals: 100%

The Page is Complete
 Entered from Memory
 Data Validity Concerns

8. User Participation Tab

After you enter Daily List pages and Red Pages for each book, click on the User Participation tab and follow up on missing information. The User Participation tab displays a grid with household members and days of the week. For each household member, the grid shows a green checkmark for each day where we have collected information, a yellow question mark on days when the household member has not provide *any* information about their food acquisitions, and a red X for any days where the respondent refused to provide information about their acquisitions. Your goal should be to eliminate all yellow question marks and to minimize the number of red X's.

- **For every yellow question mark**, you should return to the Daily List and complete the missing information. Ask if the person got any food and enter the places or check the box for “Member did not get food” or “Member refused to report.”
- **For every red X**, you should prompt the respondent, “*According to my records, [HOUSEHOLD MEMBER] did not provide any information about the food they got on [DAY]. Is that right?*” If the household member is able to report information about their food on that day, go back to the Daily List and Red Pages to add information or make corrections.

The National Food Study
Welcome nredel | [\[Change Password\]](#) | [\[Log Out\]](#)

Household Information #90000984 [CALL IN PROGRESS, started on 03/22/2012 at 06:53pm EST - End Call](#)

Household Details

Book

Call Log

Notes and Email

User Participation

Family Member	Day 1 Tue 2/28	Day 2 Wed 2/29	Day 3 Thu 3/1	Day 4 Fri 3/2	Day 5 Sat 3/3	Day 6 Sun 3/4	Day 7 Mon 3/5
Theodore Roosevelt (P)	✓	✓	✓	✓	✓	?	?
Edith Roosevelt (A)	?	?	?	?	?	?	?
Patrick Roosevelt (Y)	?	?	?	?	?	?	?
Kathryn Roosevelt	?	?	✓	?	✗	?	?

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9. Notes and Email Tab

In some instances, you will need to record case notes about the household. You should record notes if the caller is experiencing difficulties with food reporting or the respondent reveals information pertinent to future contacts with the household. Sometimes it is unclear whether case notes are required for a particular call. If you are unsure, err on the side of including the note on that call and then ask your supervisor if those types of notes should be included on future calls.

Notes are recorded on the Notes and Email tab by clicking **Add Note** and recording information in the text field of the popup box. Once you have entered the content of the note, click Add Note to save the record in the household's note history. **If you feel like the content of the note should be sent to your supervisor, click Add and Email Note instead of Add Note.** This will save the record in the household's note history and email a copy of the note to your supervisor. Supervisors will not review the contents of notes unless they receive them as an email, so err on the side of emailing a note if you feel it requires follow-up action. You should always email a note to your supervisor if the household's field interviewer needs to be contacted. The interviewer will need to be contacted if:

- The household is experiencing extreme difficulty with the study and requires in-person support.
- The household loses or damages study materials and requires replacements.
- The household needs to reschedule an appointment with the field interviewer. The process for sending an email is the same as the process for emailing a note to your supervisor. The content of your note will be saved to the household's record and a copy will be sent to your supervisor. Your supervisor will determine if an email to the field is necessary, and will modify and forward your note to the appropriate individuals.

The screenshot displays the 'The National Food Study' web application. At the top, it says 'Welcome nmorrison | [Change Password] | [Log Out]'. Below that, it shows 'Household Information #90000984 CALL IN PROGRESS, started on 03/22/2012 at 12:43pm EST - End Call'. The main navigation tabs are 'Household Details', 'Book', 'Call Log', 'Notes and Email', and 'User Participation'. The 'Notes and Email' tab is active. In the background, there is a table with columns for 'Date' and 'Emailed', and a message that says 'No notes found for this household. MPR'. A modal window is open in the foreground, titled 'Add Note'. It has a 'Date' field with the value '03/22/2012' and a calendar icon. Below that is a 'Notes' text area containing the text: 'The respondent said that his scanner wasn't working. He was confused and may need assistance from field interviewer.' At the bottom of the modal are three buttons: 'Add and Email Note', 'Add Note', and 'Cancel'.

10. Call Log Tab

The Call Log tab lists each phone contact with the household, displaying the date, caller, and purpose. This tab provides a useful summary of previous contacts with the household.

The National Food Study
Welcome **nmorrison** | [\[Change Password\]](#) | [\[Log Out\]](#)

Household Information #90000984 [CALL IN PROGRESS, started on 03/22/2012 at 01:11pm EST - End Call](#)

Household Details
Book
Call Log
Notes and Email
User Participation

Please select call status: All Calls

⏪ ⏩ 1 ⏪ ⏩
Page size: 20
3 items in 1 page

Family Member / Field INT	Phone Interviewer	Date	Start Time	End Time	Type	Outcome	Purpose of Call	Notes
Theodore Roosevelt (P)	nmorrison	03/22/2012	1:11PM		Inbound	Connected	Report acquisitions	
Edith Roosevelt (A)	nmorrison	03/22/2012	1:10PM	1:10PM	Outbound	Left Message	Report acquisitions	Primary respondent not home. Left message with his wife Edith. Theodore will call back after 5pm.
Theodore Roosevelt (P)	nmorrison	03/22/2012	12:43PM	1:09PM	Inbound	Connected	Report acquisitions	

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Page size: 20
3 items in 1 page

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11. Ending the Call

After you finish recording information from the household's food books, check the User Participation tab, and enter applicable notes on the Notes and Email tab, it is time to end the call. Start by thanking the respondent for their time and reminding them about the next scheduled call-in (remember, respondents are asked to call on days 2, 5 and 7). Then hang up the phone and click End Call at the top of the screen. This will log you out of the case in the FRS.

It is very important that you click End Call when you hang up the phone. This will provide accurate statistics about call length.

12. Call Script and the Qualitative Nature of the Food Reporting Calls

As noted earlier in this chapter, the food reporting calls require more than just recording what respondents wrote in their books. Each call provides an opportunity to encourage respondents to continue participating and to remind them what they need to do while they participate (for example, saving receipts and gathering information from other household members). The calls also provide a chance to retrain respondents if they are having difficulty with any of the study components. The way you engage the callers is a critical component to encourage participation for the full study week!

It is also important to remember that our goal is to gather the required information, but it is not important to gather this information in an overly rigid way. Unlike CATI telephone interviews, you should prompt the respondent for additional or clarifying information as necessary. And whenever possible, you should adapt your interviewing style to the individual household, listening for ways that you can minimize the household's burden. That said, we have drafted a script to help you with these calls (see Appendix C). After some time, when you are comfortable with the food books and the FRS, you will not need to refer to the script during calls. There are, however, a few things to remember.

- **Check only completed pages.** If the respondent doesn't have access to all her books during the call, she can skip the missing book and provide that information during a later call.
- **Keep track of days reported as you go.** You will ask the respondent to report all the information on Daily Lists from one book, before reporting Red Page information from that book. This order is not critical—for example, the respondent could report a place on the Daily List and immediately tell you the details on the Red Page. You can follow the respondent's lead. But it is important for you to go back to the Daily List, be sure you have all the information from the Daily List, and ask the respondent to check the office use box at the bottom. Or you could (gently) redirect the respondent to report information in a more logical order.
- **Take note of the respondent's reporting ability.** Throughout the week you should ask the respondent if he/she is experiencing any difficulties reporting his/her information, and offer support to clarify the parameters of the study or to minimize the respondent's burden.
- **Record days with nothing to report.** We anticipate that there will be many days when people will not acquire food; that is, all the food they had that day will have come from their own pantry or refrigerator. In these cases, the respondent should mark the day of the week on the top of the Daily List and leave the rest of the page blank. When you ask them to read Sections A and B, they will tell you they did not get any food from outside the home. You will check the box at the top of the Daily List page that says "Member did not get food this day" and ask the respondent to mark the Office Use box at the bottom of the page.
- **Don't make work for the respondent.** If a respondent tells you that she didn't write anything down in her book but remembers what she got that day, there is no need for her to add the information into her books. She can report her food acquisitions to you from memory. Please ask her to write a note on the blank page saying she reported the information by telephone, and remind her that she should write items down in the future because it will make calls easier.

- **Probe without leading.** Of particular importance is how you probe respondents for a complete list of the foods and drinks that they obtain away from home. Many respondents will focus on the big items or the name of the menu item that they ordered. They may say that they got a “lasagna dinner”. You should probe to obtain details, but you must be careful not to suggest items. You can ask if the respondent had anything else with the meal or anything on the item. You can remind the respondent that these might be things that are free or included in the price of the meal (e.g., sandwiches often come with fries or coleslaw) but please do not ask about specific items. For example, do not ask, *Did the burger come with fries?* Rather, ask, *Did you get anything with the burger?*
- **Record only known sizes.** The Red and Blue Pages have a place to write the size or amount of food and drink items. Respondents should report size or amount only if they know it or the packaging clearly indicates it. For example, they may (appropriately) report Small, Medium, Large because that is what they ordered off a menu; or they may report the number of ounces because the packaging included that information. We do not want respondents to guess at size and you should not record the information if they tell you that they are guessing.
- **Remind respondents about receipts and next call.** It is important that you end each call with two reminders: *Don't forget to save your receipts, and call back on [DAY].* At the end of the Day 7 call, you can also remind a respondent that the field interviewer will return to his or her home the next day to collect all the materials and provide the incentive payments. If the respondent conveys any information for the field interviewer, be sure to email this to your supervisor using the Notes and Email tab.

13. Conducting the Call in Spanish and Other Languages

We are conducting the survey English, Spanish, Vietnamese, and Korean languages. There will be three separate toll-free numbers used for respondents to call the SOC, depending on their language. English- and Spanish-speaking respondents will call (866) 275-8659, Vietnamese-speaking respondents will call (855) 398-3303, and Korean-speaking respondents will call (855) 398-3302. English- and Spanish-speaking respondents will complete normal phone surveys with SOC interviewers. However, because we do not have Vietnamese- or Korean-speaking interviewers at the SOC, these calls will be facilitated by a service called MAGNUS Language Valet. Language Valet is a phone translation service. To access the service, call (800) 820-8370, enter the FoodAPS access code 924813#, press 2# for Vietnamese or 3# for Korean, then explain to the translator that you are calling from Mathematica Policy Research and are conducting a survey for which you need translation.

Spanish Calls. Bilingual interviewers should conduct calls in Spanish, but record all information in English into the FRS. For the most part, language will not affect your reporting because you are checking boxes or writing in the proper names of people or places. The section most affected will be the bottom section of Red Pages where respondents list the foods and drinks they obtained away from home. In this section, we want you to enter items in English. For example, if a Spanish speaking respondent reports *leche*, please type in *milk* in the appropriate place.

Inbound Korean and Vietnamese Calls. When a call comes in on one of these lines, the SOC supervisor will answer the call and ask the respondent to hold in Vietnamese or Korean, depending on the number called. The supervisor will then check for an available interviewer.

- **Interviewer not available.** If an interviewer is not available, the supervisor will call Language Valet using the above procedures and conference the respondent back into the line. The supervisor will then apologize to the respondent, explain that no one is currently available to take the call, ask for the respondent's name (first and last) and contact information, and explain that an interviewer will call them back in the next 10-15 minutes.
- **Interviewer available.** If an interviewer is available to take the call, the supervisor will transfer the call to the interviewer while the respondent is on hold. The interviewer will pick up the call and immediately call Language Valet using the above procedures and conference the respondent back into the line. The interviewer will then complete the call, using the Language Valet translator.
- **Call goes to voicemail.** If the supervisor cannot answer the call in time, the call will go to voicemail, where the respondent can leave a message. The supervisor or interviewer who checks the voicemail messages will first call Language Valet and then conference in the voicemail box so the translator can translate the message.

Outbound Korean and Vietnamese Calls. For outbound calls made to Vietnamese- or Korean-speaking households, you should first call Language Valet using the above procedures, then conference call the respondent so that your Language Valet translator is available to translate as soon as the respondent answers the phone.

VII. ESTABLISHING RAPPORT AND ANSWERING QUESTIONS

As you can see, the data collection requirements for this study are quite burdensome. A critical part of your job is to help the respondent in any way that you can. The qualitative nature of the food reporting call lends itself to a more conversational approach, during which time you can give support and guidance as needed.

A. Active Listening, Red Flags, Retraining

During the food reporting calls, it is important to listen closely for problems, confusion, or hesitation. Listen to questions from respondents and listen for subtle clues about problems. For instance, the respondent might make a comment that reveals a misunderstanding of the study procedures, telling you he or she didn't record anything for one household member because he was not home that day.¹ Another example might be someone saying he had no problem scanning, first scanning the fruit barcode in the binder, and then writing it down under the description section.² Whenever you talk with respondents, you should listen for certain situations that lend themselves to reporting problems. These “red flags” include

- Missing days—when reporting, they forget a day
- Missing household member—respondents do not account for all household members
- Household members who are away from home—these members should report foods acquired and save receipts
- Small purchases and free food—it is easy to forget the cup of coffee you have after church or the soda picked up in a vending machine
- Inconsistencies during the call—you might discover inconsistencies based on respondent comments; for example, she may mention that the family went out to dinner last night, but did not include a restaurant on the Daily List
- “It’s not about what you eat”—if the respondent starts to report what he or she ate, you need to determine if the meal was prepared with foods from the home, or if the meal was away from home; remind the respondent that we are interested in what he or she got, not what he or she ate
- If the household has no acquisitions, does this seem reasonable—you can ask,
 - Did anyone in the household do any grocery shopping?
 - Did anyone get any meals or snacks away from home?
 - Did all of your meals come from food you had before the study began?

¹ All household members should report their food acquisitions, even if they are away from home.

² Respondents do not need to write foods in the description section of the blue page if they scan a barcode in the barcode book.

If you encounter these issues, use your time during the reporting call to retrain respondents by reminding them of the survey procedures, explaining the purpose of the survey, and answering their questions. Although all respondents will receive in-person training and practice, questions will arise when they actually record and report information, especially if one or more days go by between the time of training and their first food acquisitions. You must be prepared to retrain respondents on how to complete Daily List Pages, Red Pages, Blue Pages, how and when to scan items, and how to scan barcodes and use the quantity card. If you believe that your telephone retraining is still not sufficient for the respondent, email a note to your supervisor who will send the field interviewer back to the household. We fully expect that, for some respondents, the survey procedures may be too overwhelming and field interviewers will have to make multiple trips to assist the respondent.

While it is important to keep the call length as short as possible, it is also important to make sure respondents get the attention they deserve. During the pilot study, we noticed that elderly respondents were less likely to complete the data collection week, and we heard (anecdotally) that some elderly respondents were more likely to want to chat informally with telephone interviewers. You should feel free to engage respondents in these discussions. Informal (sometimes, off-topic) discussions can help respondents feel more comfortable providing information about their food acquisitions or more comfortable discussing difficulties they might be having with the study protocols. They can also help build a respondent's commitment to the study.

It is important to listen for clues that a respondent wants to keep the call brief and only stick to the required components (in which case you should strive to make the call as brief as possible without sacrificing the quality of the data) or if the respondent wants to adopt a more casual style when reporting their acquisitions (in which case you should adopt a more relaxed pace and approach).

B. Frequently Asked Questions and Avoiding Refusals

After a household has agreed to participate in the study, we believe its members will ask questions that focus more on how to complete the data collection activities rather than the more general questions about the study. However, it is important to recognize that people who initially agreed to participate could have reservations about what is being asked or begin to feel overwhelmed by what is expected. Therefore, how you answer their questions and encourage their cooperation is vital. By the time a respondent reaches the reporting phase, we have invested a great deal of time and resources and want to make sure everyone completes the seven-day data collection.

Appendix B includes questions that you may get from respondents during the field period – this includes all of the Q&As that respondents have in the back of their food books, plus additional Q&As that respondents do not have. Remember, respondents might phrase questions differently, so listen carefully to the issue or concern before answering. Be sure your response answers the question. You can read answers from the Q&A verbatim, and when you are familiar with the study and answers you can go off script. We believe most questions from survey respondents will involve the following:

- **Burden.** How long will it take? What if I forget to call? Why do I have to write stuff down if I have a receipt?
- **Filling out forms** (Daily List, Red Pages, Blue Pages). What do I write on the Daily List? What if someone gave me the food? What if someone is away from home?
- **Scanner questions.** What if I can't find an item? What if I bought two of one item?
- **Field questions.** How do I reschedule my final visit? What if my scanner breaks, how do I get a new one?

While respondents have most of the Q&As, we found during testing that many respondents did not look in their books when a question arose. In general, they felt more comfortable asking questions during the telephone reporting calls.

Remember that respondents who call to report food have already agreed to participate. They may have already asked, and had answered, general questions about the study. However, agreeing to participate and actually completing the tasks are two different things. Making sure respondents complete data collection is vital. Listening to their issues and addressing their concerns can make the difference. To convert a reluctant respondent, try to identify his or her specific objections to participating in the survey and tailor your responses accordingly. A thorough understanding of the data collection effort is the key to a good explanation. We also know that refusals will happen. In those cases, remain professional and try to leave the door open for future contact. Some possible reasons for refusing and potential responses are listed in Appendix B. If you are unable to convince the respondent to complete the study, you will need to: (1) record the refusal in the FRS; (2) document the reason for the refusal; and (3) notify your supervisor.

To record a refusal in the FRS, you will go through each Daily List that has not been completed and select the checkbox for “Did not provide info (about this day)”. Then document the reason for the refusal and the strength of the refusal in your notes in the FRS and email the note to your supervisor so that they know about the refusal and can notify the field interviewer.

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VIII. MONITORING CALLS

The Telephone Supervisor (Ellen Siegel) will ensure that 10% of all food reporting calls are monitored. Since 5,000 households will complete the data collection (even more will begin data collection and stop before completing the study week) at least 1,500 calls will be monitored during the 6-month study (approximately 60 calls per week). Monitors will record information about interviewer performance in the monitoring database and provide in-person feedback to the interviewer immediately after the call. The Telephone Supervisor will be responsible for ensuring that monitoring proceeds as scheduled and the Telephone Lead will be responsible for assessing interviewer performance (in aggregate) and scheduling supplemental trainings as needed.

This is an exciting and challenging project. The entire team looks forward to working with you and learning from your direct experiences conducting the study. Good luck.

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APPENDIX A
ADVANCE MATERIALS

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Nancy Cole
Project Director

955 Massachusetts Avenue, Suite 801
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?

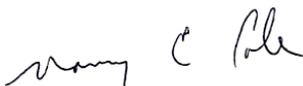
This information will help USDA improve programs and will help assure that all residents of the United States have access to a healthy diet at affordable prices.

[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, 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

955 Massachusetts Avenue, Suite 801
Cambridge, MA 02139
Telephone (617) 491-7900
Fax (617) 491-8044
www.mathematica-mpr.com

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?

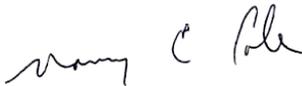
This information will help USDA improve programs and will help assure that all residents of the United States have access to a healthy diet at affordable prices.

[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, 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

THE NATIONAL FOOD STUDY



HELP US UNDERSTAND... Where do households get food? What do they buy? How much do they spend?

WHEN? One week during April - October, 2012

HOW TO TAKE PART...

- Interviewers will visit randomly-selected addresses in your area
- An interviewer will see if your household is eligible to participate
- Your household will report the foods you buy for 7 days and complete 2 interviews



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Congratulations! Your address has been selected for

THE NATIONAL FOOD STUDY

This is a new study by the U.S. Department of Agriculture (USDA) about food in the United States. If you are eligible, you will

Receive at least \$100

for participating. An interviewer will contact you about this study.



por participar. Un(a) entrevistador(a) le contactará acerca de este estudio.

Recibirá por lo menos \$100

Este es un nuevo estudio del Departamento de Agricultura de los E.E.U.U. (USDA) sobre la comida en los Estados Unidos. Si usted es elegible usted

¡Felicitaciones! Su dirección ha sido seleccionada para EL ESTUDIO NACIONAL DE LA ALIMENTACIÓN

¡Felicitaciones! Su dirección ha sido seleccionada para

What will you have to do?

A professional interviewer from Mathematica Policy Research will contact you in person to see if you qualify for this survey. He or she will show official identification and ask questions to see if you are eligible for the study. If you are eligible and choose to participate, you will be asked questions about your family, the places you get food, and the types of food that you get.

¿Qué vas a hacer?

Un entrevistador profesional de Mathematica Policy Research se comunicará con usted (en persona) para ver si usted califica para esta encuesta. Él o ella le mostrará su identificación oficial y hacer preguntas para ver si usted es elegible para el estudio. Si usted es elegible y decide participar, se le harán preguntas sobre su familia, los lugares donde conseguir comida, y los tipos de alimentos que usted recibe.

Do you have to participate?

This is a voluntary study that will help the USDA understand more about how people feed their families. We are required by law to use your information for research only and to keep it confidential. The law prohibits us from giving anyone information that could identify you or anyone in your family.

¿Tiene que participar?

Este es un estudio de voluntarios que ayudará a la USDA entender más acerca de cómo la gente alimentar a sus familias. Estamos obligados por ley a usar su información para la investigación y sólo a mantener la confidencialidad. La ley nos prohíbe dar información a nadie que pudiera identificarle a usted oa alguien de su familia.

THE NATIONAL FOOD STUDY
www.usdafoodstudy.org

APPENDIX B

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

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
P.O. Box 2393
Princeton, NJ 08543-2393
Email: 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 C

STEP-BY-STEP GUIDE AND SAMPLE SCRIPT FOR FRS CALLS

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STEP-by-STEP for the Food Reporting System (FRS)

Phone Interviewing Charge Code: 06687.152

AFTER THE INITIAL INTERVIEW (FIELD) household information is uploaded into the FRS during the overnight process (address, phone number, primary respondent, HH members, start date, etc).

1

WHEN CALL COMES IN, login to the FRS, select the HH, fill the out the new call pop-up, and start the call. If this is your first call with the HH, confirm HH details are correct (add and edit information as needed) and lock-in HH details.

2

REVIEW EACH GREEN DAILY LIST. Ask the respondent for place information in the top (Section A) and bottom (Section B) sections. Once page is complete, instruct respondent to make an “x” in the “Office Use” box and flip to the next page. Continue for all daily list pages in the book that are required.

3

REVIEW EACH RED PAGE. Ask the respondent to turn to the first red page that they have not reported to us. During the first call, it will be the first red page. After the first call, it will be the first red page without an “x” in the “Office Use” box.

CONFIRM information that was imported from daily list. **GATHER** information from the respondent’s red page and **RECORD** it into the FRS.

Once page is complete, tell respondent to make an “x” in the “Office Use” box and flip to the next page. Continue for all red pages that are required.

REPEAT STEP 2 and **STEP 3** for each Adult book.

REPEAT STEP 3 for each Youth book.

4

CHECK USER PARTICIPATION TAB and follow-up on any yellow question marks.

5

THANK the respondent for their time. And **REMIND** them about upcoming calls. **RECORD NOTES** if needed before pressing end call in the FRS.

Questions and Answers

Q: What is the purpose of this study?

A: 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.

Q: Who is gathering this information?

A: Mathematica Policy Research has been hired to conduct this study. Mathematica will collect all of the information, compile the results, and communicate the outcomes to the USDA in a report. None of the information you provide will affect benefits or services received by anyone in your household.

Q: What if I don't buy any meals, snacks, or drinks on some days?

A: That's okay. Some people don't buy food every day. Did you get free food? If yes, write that down. If no, check the day at the top of the Daily List page (green) and leave the page blank.

Q: What if all the food I ate came from my refrigerator or cupboard?

A: If you only ate food that you already had at home, check the day at the top of the Daily List page (green) and leave the page blank.

Q: Can I just save my receipts and not write in the book?

A: No, because some receipts are hard to read or don't include all the information we need. You need to save the receipt and complete the corresponding **Red** or **Blue** page.

Q: Do I write food on the Daily List?

A: No. The Daily List is only used to write the names of *places* where household members get food. *Food items* are listed on the **Red** and **Blue** pages.

Q: Should I estimate the amount or size?

A: No. Write the amount (for example, the number of ounces or grams) or the size (for example, small, medium, large) only if it is listed on the package or menu.

Q: What should I do if someone buys food for me or I only paid for part of the meal?

A: If someone (outside your participating household members) buys food for you, list the place where they got the food and write down \$0.00 for the total paid since the food was free. If the receipt is for multiple people but you only paid for some items, circle the items that you paid for and write down only the amount that you paid.

Q: Do I scan each can of soda if I buy a six-pack?

A: If the six-pack has one barcode on the outside box or packaging, then scan the outside barcode once. If there is no outside packaging, then scan each can separately. This rule applies to all multipack items.

SCRIPT FOR FOOD REPORTING SYSTEM (FRS) INTERVIEWS

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 13 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.

Step 1. Call

ANSWERING MACHINE: This message is for [FILL PRIMARY RESPONDENT]. My name is [FILL NAME] and I am calling from Mathematica Policy Research about the National Food Study. Please call us back as soon as possible at [ENGLISH AND SPANISH 866-275-8659] [KOREAN 855-398-3302] [VIETNAMESE 855-398-3303] to [FILL REASON]. Thank you.

OUTBOUND CALL: My name is [NAME]. I'm calling from Mathematica Policy Research about the National Food Study. May I please speak with [FILL PRIMARY RESPONDENT]?

INBOUND CALL: Thanks for calling the National Food Study. May I have your first and last name? [REQUEST SPELLING IF NEEDED. LOOKUP HOUSEHOLD IN FRS.]

ESTABLISH PURPOSE OF CALL: Are you calling with questions, or to report the information from your food books?

- QUESTIONS <TROUBLESHOOT>
- REPORTING <PROCEED>

Step 2. Confirmation (first interview)

Q1. According to my records, there are [FILL NUMBER OF HH MEMBERS] people living or staying in your household right now. Is that correct?

- YES <GO TO Q1a>
- NO <GO TO Q1b>

Q1a. The household members I have are: [LIST HH MEMBERS]. Is that correct?

- CORRECT ROSTER IF NEEDED.

Q1b. The household members I have are: [FILL LIST OF NAMES]. Is there someone we should add or was a person listed who is not a member of your household?

- CORRECT ROSTER IF NEEDED.

Step 3. Daily Lists

Q2. Do you have all of the food books with you now?

- YES <GO TO Q3>
- SOME - NOT ALL <GO TO Q2a>
- NO <GO TO Q2a>

Q2a. Are the books close enough that you could get them easily?

- YES - OFFER TO HOLD WHILE THE CALLER RETRIEVES THE BOOKS.
- NO - READ: Would you like to schedule a time to call back (or have me call you) when all of the books are available?

Q3. Let's go to [YOUR/NAME'S] book. Please open it to the green page that says "Daily List – Day [FILL]" at the top.

Q4. Which day is checked at the top?

Q5. How many places are listed in Section A? IF NONE SKIP TO Q7.

Q6a. Let's go through Section A row-by-row. In the [FIRST/SECOND/THIRD...] row, who got the food?

Q6b. What is the name of the place?

Q6c. What was the total amount paid?

REPEAT Q6 SERIES UNTIL EACH PLACE IS REPORTED.

Q7. How many places are listed in Section B? IF NONE SKIP TO Q9.

Q8a. Let's go through Section B row-by-row. In the [FIRST/SECOND/THIRD...] row, who got the food?

Q8b. What is the name of the place?

Q8c. What was the total amount paid?

Q8d. Were you able to scan your food items? ALL SOME NONE

Q8e. Did you have any problems scanning? YES NO

Q8f. Did you save your receipt(s)? YES NO

REPEAT Q8 SERIES UNTIL EACH PLACE IS REPORTED.

Q9. IF NO PLACES ARE LISTED ON THIS PAGE ASK: So that means [YOU/SHE/HE] did not get any food that day. Is that right?

- YES <CONTINUE>
- NO <TROUBLESHOOT>

That's it for this page. Please make an "x" in the "Office Use" box at the bottom of the page. This way we will know it has been reported and we won't ask you about it the next time we speak.

FOR SUBSEQUENT PAGES: Please make an "x" in the "Office Use" box and flip to the next page.

REPEAT Q4-Q9 FOR EACH DAY OF STUDY WEEK REPORTED DURING THE CALL.

Step 4. Red Pages

Now I'd like to go through the Red Pages in this book.

Q10. FIRST DAY ONLY, UNLESS PROBLEMS NOTED ON PREVIOUS INTERVIEW: Did [you/book owner's name] have problems filling out the red pages?

- YES <TROUBLESHOOT>
- NO <CONTINUE>

FOR FIRST PHONE CALL: Please open this book to the first red page (the one after the sample red page).

SUBSEQUENT CALLS: Please turn to the first red page that you have not reported to us. It should be the first one without an "x" in the "Office Use" box.

Q11a. CONFIRM DAY

Q11b. CONFIRM NAME OF PLACE

Q11c. PICK ADDRESS FROM DROPDOWN LIST. IF NOT IN LIST, CLICK MAP ICON AND USE GOOGLE MAP

- NOTE: GOOGLE AUTOMATICALLY PROVIDES OPTIONS NEAR HH ZIP CODE
- IF NO OPTIONS APPEAR, ASK FOR STREET ADDRESS (USUALLY ON THE RECEIPT)
- IF THE PLACE IS NOT A BUSINESS, DO NOT ASK FOR ADDRESS

Q11d. Who got this [MEAL OR SNACK]?

Q11e. Which meal or snack did you check?

Q11f. How did you pay?

IF PURCHASED ASK:

Q11g. Do you have a receipt? IF YES: Did you attach the receipt to the page?

Q11h. What was the total amount paid including tax and tip?

Q11i. If you left a tip, how much?

Q11j. Did you buy food or drinks for anyone not in your household? IF YES: How many people?

Q11k. Please tell me all the food and drinks that you got at [PLACE].

IF RESPONDENT ATTACHED RECEIPT TO PAGE ASK: Start by reading the items on the receipt.

Q11l. Are there any items listed at the bottom of the page? IF YES: Please read the [FIRST/SECOND/REPEAT AS NECESSARY] line?

- PROMPT FOR ADDITIONAL ITEMS AND DETAILS
- E.g. Did you add anything to that?
- E.g. Did you have anything else with that?
- E.g. Did you have any side dishes with that meal?
- E.g. Did you have any beverages during that meal?

Please make an "x" in the "Office Use" box and flip to the next page.

REPEAT THIS SERIES UNTIL EACH PLACE IS REPORTED.

REPEAT STEPS 3 & 4 FOR EACH FOOD BOOK.

Step 5. User Participation and Meals and Snacks Form

CHECK USER PARTICIPATION TAB AND REQUEST ADDITIONAL INFO AS NECESSARY.

We are almost done; I just wanted to remind you that it is very important to save receipts.

Also, have you been filling out your Meal and Snacks form that is under the magnet on your refrigerator?

- YES <PROCEED>
- NO <REMIND RESPONDENT TO COMPLETE THE MEAL AND SNACKS FORM>

Step 6. End

That is the end of my questions. Thank you for giving me this information. Do you have any questions for me?

- YES <TROUBLESHOOT>
- NO <PROCEED>

IF NOT DAY 7: Please give us a call back on [DAY OF WEEK] to tell us about the food you got between now and then.

IF DAY 7: As scheduled, your field interviewer will return tomorrow to complete the final interview, collect the books and scanner, and bring your incentive payments.

APPENDIX D

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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