

**Flexible Consumer Behavior Survey
Follow Up Module
2007-08**

**Hand Card
Booklet**



Hand Card 1

Often

Sometimes

Rarely

Never

Hand Card 2

- A. Less than 500 Calories
- B. 500-1000 Calories
- C. 1001-1500 Calories
- D. 1501-2000 Calories
- E. 2001-2500 Calories
- F. 2501-3000 Calories
- G. More than 3000 Calories

Hand Card 3

Strongly agree

Somewhat agree

Neither agree nor disagree

Somewhat disagree

Strongly disagree

Hand Card 4

Very important

Somewhat important

Not too important

Not at all important

Hand Card 5

Sample Food Label

Serving Size



Nutrition Facts	
Serving Size 1 cup (228g)	
Servings Per Container 2	
Amount Per Serving	
Calories 260	Calories from Fat 120
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	% Daily Value*
Total Fat 13g	20%
Saturated Fat 5g	25%
Trans Fat 2g	
Cholesterol 30mg	10%
Sodium 660mg	28%
Total Carbohydrate 31g	10%
Dietary Fiber 0g	0%
Sugars 5g	
Protein 5g	
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Vitamin A 4%	• Vitamin C 2%
Calcium 15%	• Iron 4%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g
Calories per gram:	
Fat 9	• Carbohydrate 4 • Protein 4



Percent Daily Value

INGREDIENTS: ENRICHED WHEAT FLOUR , WHEY, WHEY PROTEIN CONCENTRATE, DRIED CHEESE, SKIM MILK, BUTTERMILK, SALT, SODIUM PHOSPHATE, SODIUM TRIPOLYPHOSPHATE, CITRIC ACID, YELLOW 5, YELLOW 6, LACTIC ACID



List of Ingredient

Hand Card 6

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 7

Serving size is...

The amount of this food that people should eat

The amount of this food that people usually eat

Something that makes it easier to compare foods

Hand Card 8

Sample health claim in food labels



Hand Card 9

Always

Most of the time

Sometimes

Rarely

Never

Hand Card 10

Examples of Foods Labeled “Organic”



Hand Card 11

Always

Most of the time

Sometimes

Rarely