

2012 Johnson County Healthy Foods Resident Survey REPORT

Submitted to

**Johnson County Department of
Health and Environment**

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2012 Johnson County Healthy Foods Resident Survey

Executive Summary

Overview

Purpose and Methodology. During September and October of 2012, ETC Institute administered a survey to residents of Johnson County, Kansas on behalf of the Johnson County Department of Health and Environment. The purpose of the survey was to help the Department and its partners examine behaviors, perceptions and attitudes concerning access to healthy foods among residents of Johnson County. The survey was administered by phone to a random sample of 208 residents throughout Johnson County. The overall results of the survey have a precision of at least $\pm 6.8\%$ at the 95% level of confidence.

Report Overview. This report contains the following:

- a summary of the methodology and major findings from the survey
- charts showing the overall results for most questions on the survey
- tabular data showing the overall results for most questions on the survey
- a copy of the survey instrument

The following pages highlight major findings from the survey. These findings are organized by the major types covered in the survey. The findings are organized as follows:

- Topic #1: Consumption Behavior
- Topic #2: Knowledge
- Topic #3: Eating Out
- Topic #4: Promoting Healthy Eating When Eating Outside the Home

Topic #1: Consumption Behavior

Consumption of Fruit and Vegetables. Some of the major findings related to the consumption of fruit and vegetables among Johnson County residents are listed below:

- Sixty-four percent (64%) of residents reported they typically eat vegetables every day. When asked how many serving of fruit they eat on a typical day, twenty-eight percent (28%) of residents reported they typically eat 3 or more servings of fruit a day; 64% of residents reported they typically eat 1-2 servings of fruit a day, 5% typically eat less than 1 serving a day and 3% reported they typically do not eat fruit.
- More than half (54%) of residents reported they typically eat vegetables every day. When asked how many servings of vegetables they eat on a typical day, thirty percent (30%) of the residents reported they typically eat 3 or more servings of vegetables a day; two-thirds (66%) of residents reported they typically eat 1-2 servings of vegetables a day, 3% eat less than 1 serving a day and 1% reported they typically do not eat vegetables.

- The top reasons residents reported they do not eat more fruit and vegetables than they currently do were:
 - Fruit and vegetables spoil before my household can eat them (17%)
 - When eating at home, I do not have enough time to prepare them (15%)
 - Fruits and vegetables are too expensive (14%)

Consumption of High Fat Food. Eight percent (8%) of residents reported they typically eat high fat food everyday; 31% reported they typically eat high fat food 3-6 days per week, 44% reported they typically eat high fat food 1-2 days a week and 16% reported they typically never eat high fat food.

Consumption of High Salt Food. Seven percent (7%) of residents reported they typically eat high salt food every day; 29% reported they typically high salt food 3-6 days per week, 38% reported they typically eat high salt food 1-2 days a week and 26% reported they typically never eat high salt food.

Consumption of High Sugar Food. Twenty-one percent (21%) of residents reported they typically eat high sugar food every day; 29% reported they typically eat high sugar food 3-6 days per week, 35% reported they typically eat high sugar food 1-2 days a week and 15% reported they typically never eat high sugar food.

Consumption of Food High in Calories. Eleven percent (11%) of residents reported they typically eat food high in calories every day; 32% reported they typically eat food high in calories 3-6 days per week, 38% reported they typically eat food high in calories 1-2 days a week and 18% reported they typically never eat food high in calories.

Topic #2: Knowledge

Perceived Health Benefits of Fruit and Vegetables. The items that residents felt were the top health benefits of eating an adequate amount of fruit and vegetables were: 1) overall improved health (95%) and 2) to maintain a healthy weight (73%). When asked to indicate their primary reason for eating an adequate amount of fruits and vegetables, nearly three-fourths (74%) of residents reported it was for overall improved health; 15% felt it was to maintain a healthy weight, 4% felt it was to prevent heart disease, 2% felt it was to prevent diabetes, 1% felt it was to prevent cancer and 4% did not know.

Perceived Health Benefits of Limiting High Fat Food. The items that residents felt were the top health benefits of limiting the amount of high fat food in their diet were: 1) overall improved health (76%) and 2) to maintain a healthy weight (63%). When asked to indicate their primary reason for limiting the amount of high fat food in their diet, fifty-one percent (51%) of residents felt it was for overall improved health; 29% felt it was to maintain a healthy weight, 14% felt it was to prevent heart disease, 2% felt it was to prevent diabetes, 1% felt it was to prevent cancer and 3% did not know.

Perceived Health Benefits of Limiting High Salt Food. The items that residents felt were the top health benefits of limiting the amount of high salt food in their diet were: 1) overall improved health (66%) and 2) to prevent heart disease (59%). When asked to indicate their primary reason for limiting the amount of high salt food in their diet, fifty-six percent (56%) of residents felt it was for overall improved health; 30% felt it was to prevent heart disease, 7% felt it was to maintain a healthy weight and 7% did not know.

Perceived Health Benefits of Limiting High Sugar Food. The items that residents felt were the top health benefits of limiting the amount of high sugar food in their diet were: 1) overall improved health (65%), 2) to prevent diabetes (59%) and 3) to maintain a healthy weight (58%). When asked to indicate their primary reason for limiting the amount of high sugar food in their diet, forty-one percent (41%) of residents felt it was for overall improved health; 33% felt it was to maintain a healthy weight, 21% felt it was to prevent diabetes, 2% felt it was to prevent heart disease, 1% felt it was to prevent cancer and 2% did not know.

Perceived Health Benefits of Limiting Food High in Calories. The items that residents felt were the top health benefits of limiting the amount of calories in their diet were: 1) to maintain a healthy weight (72%) and 2) overall improved health (59%). When asked to indicate their primary reason for limiting the amount of calories in their diet, fifty percent (50%) felt it was to maintain a healthy weight, 39% felt it was for overall improved health; 3% felt it was to prevent diabetes, 2% felt it was to prevent heart disease and 6% did not know.

Topic #3: Eating Out

How Often Residents Eat Outside the Home. Residents were asked to indicate how often they eat outside the home at various locations; the major findings are provided below:

- 63% of residents reported they eat out for dinner once a week or more.
- 46% of residents reported they eat out for lunch once a week or more.
- 22% of residents reported they eat out for breakfast once a week or more.
- 20% of residents reported they eat food purchased at their worksite once a week or more.
- 5% of residents reported they eat at a family recreation event once a week or more.
- 2% of residents reported they eat at a movie or other entertainment venue once a week or more.
- 1% of residents reported they eat at a professional sporting event once a week or more.

Frequency of Purchasing or Requesting Healthier Options When Eating Out. Residents were asked to indicate how often they purchased or requested healthier food options when eating out. The results are provided below:

- 72% of residents reported they “always” “frequently” or “sometimes” purchase or request fruits or vegetables when eating out.
- 61% of residents reported they “always” “frequently” or “sometimes” purchase or request food with fewer calories when eating out.
- 58% of residents reported they “always” “frequently” or “sometimes” purchase or request food with less fat or oil when eating out.
- 46% of residents reported they “always” “frequently” or “sometimes” purchase or request food with less sugar when eating out.

- 44% of residents reported they “always” “frequently” or “sometimes” purchase food with less salt when eating out.

How Often Residents Would Purchase Healthier Options At Their Workplace, Concession Stands and Vending Machines If Available. Residents were asked to indicate how often they would purchase the healthier choice if healthier options were offered at places such as their workplace, concession stands and vending machines. The results are provided below:

- 82% of the residents surveyed indicated they would “always,” “frequently” or “sometimes” purchase the healthier choice if it were offered at their workplace.
- 74% of the residents surveyed indicated they would “always,” “frequently” or “sometimes” purchase the healthier choice if it were offered at concession stands at recreation events.
- 62% of the residents surveyed indicated they would “always,” “frequently” or “sometimes” purchase the healthier choice if it were offered at vending machines.

Topic #4: Promoting Healthy Eating When Eating Outside the Home

Perceived Quality of Food in Sit-Down Restaurants. Residents generally felt there was a high or medium or high amount of unhealthy ingredients in the food they order at sit-down restaurants; the individual results are provided below:

- 86% of residents felt there was a “high” or “medium” amount of calories in the food they order at sit-down restaurants.
- 79% of residents felt there was a “high” or “medium” amount of salt in the food they order at sit-down restaurants.
- 79% of residents felt there was a “high” or “medium” amount of fat/oil in the food they order at sit-down restaurants.
- 69% of residents felt there was a “high” or “medium” amount of sugar in the food they order at sit-down restaurants.

Perceived Quality of Food in Fast-Food Restaurants. Residents generally felt there was a medium or high amount of unhealthy ingredients in the food they order at fast food restaurants; the results are provided below:

- 88% of residents felt there was a “high” or “medium” amount of fat/oil in the food they order at fast food restaurants.
- 86% of residents felt there was a “high” or “medium” amount of salt in the food they order at fast food restaurants.
- 85% of residents felt there was a “high” or “medium” amount of calories in the food they order at fast food restaurants.

- 79% of residents felt there was a “high” or “medium” amount of sugar in the food they order at fast food restaurants.

Likelihood of Purchasing Healthier Options If Available When Eating Out. Seventy-two percent (72%) or more of the residents surveyed either “strongly agreed” or “agreed” that they would purchase the healthier options listed on the survey if they were made more available at restaurants. The individual results are provided below:

- 77% of residents either “strongly agreed” or “agreed” they would purchase more fruits and vegetables if there were more options available.
- 76% of residents either “strongly agreed” or “agreed” they would purchase more food with less fat/oil if there were more options available.
- 73% of residents either “strongly agreed” or “agreed” they would purchase more food with fewer calories if there were more options available.
- 73% of residents either “strongly agreed” or “agreed” they would purchase more food with less salt if there were more options available.
- 72% of residents either “strongly agreed” or “agreed” they would purchase more food with less sugar if there were more options available.

Purchasing and Consuming Locally Grown Food. Residents were asked several questions regarding the purchase and consumption of locally grown food; the findings are described on the following page:

- 85% of the residents surveyed either “strongly agreed” or “agreed” they would purchase locally grown food if it were readily available in their community.
- 70% of residents either “strongly agreed” or “agreed” that it was important to purchase and eat locally grown food.

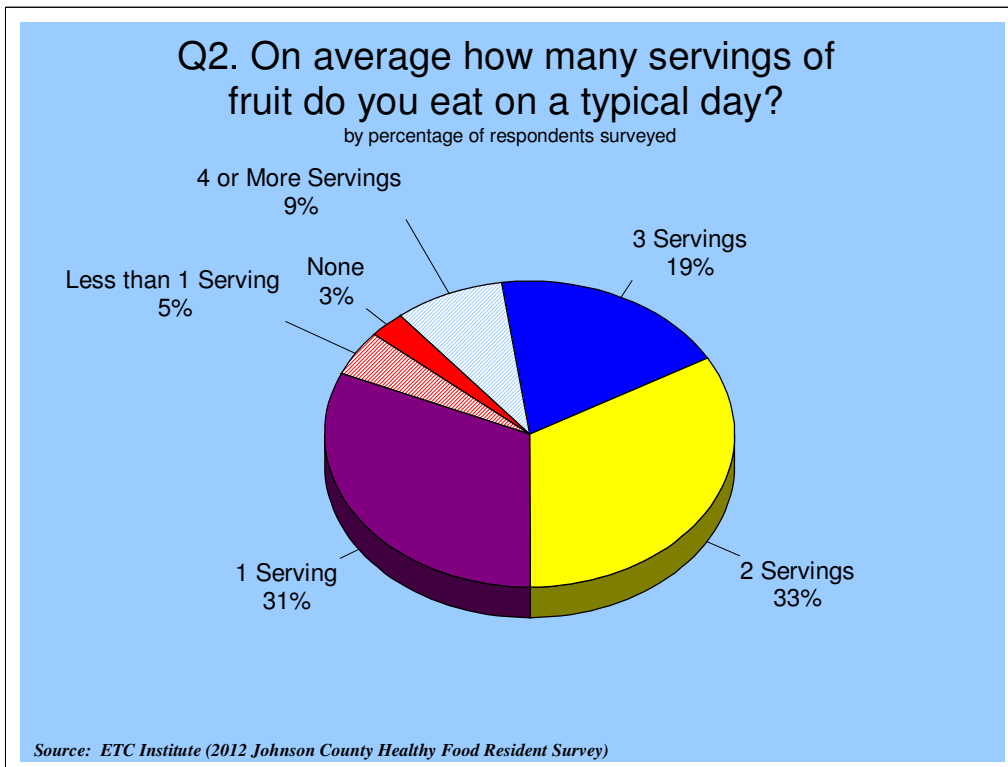
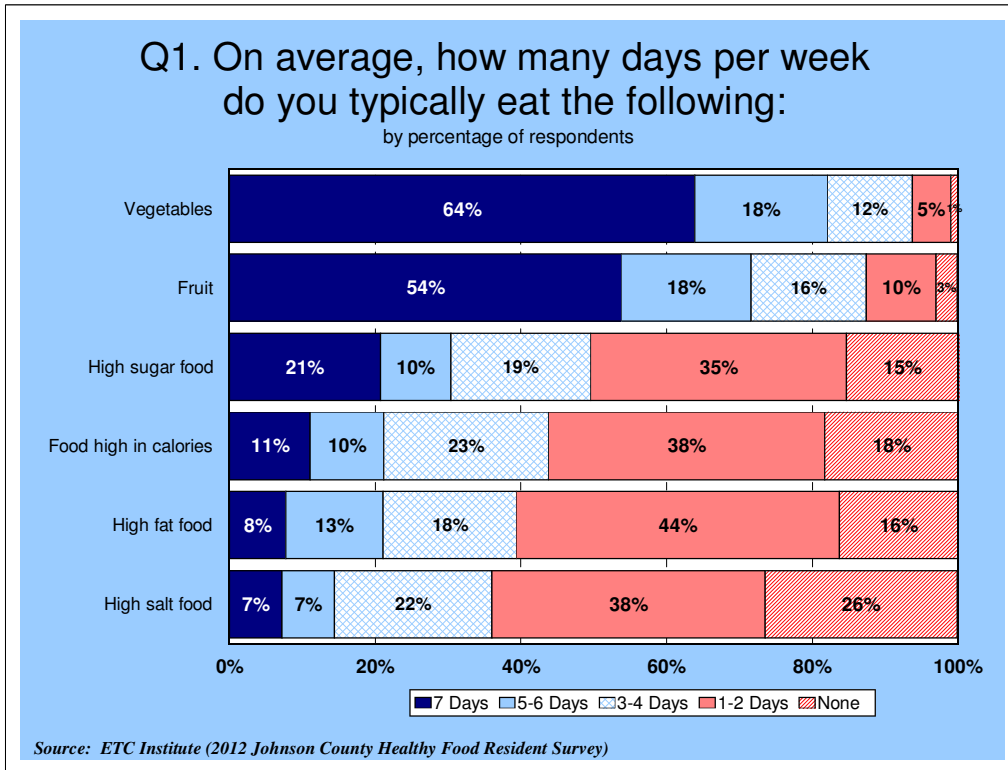
Increasing the Consumption of Fruit and Vegetables in Restaurants. The number one item that residents felt restaurants could do to increase their consumption of fruit and vegetables was to add more fruits and vegetables options in place of fries, potatoes or chips (69%). Some of the other major ways residents felt restaurants could increase their consumption of fruits and vegetables were: make fruit/vegetable options “equal” in price to other sides (52%) and make fruit/vegetables more appealing to eat (49%).

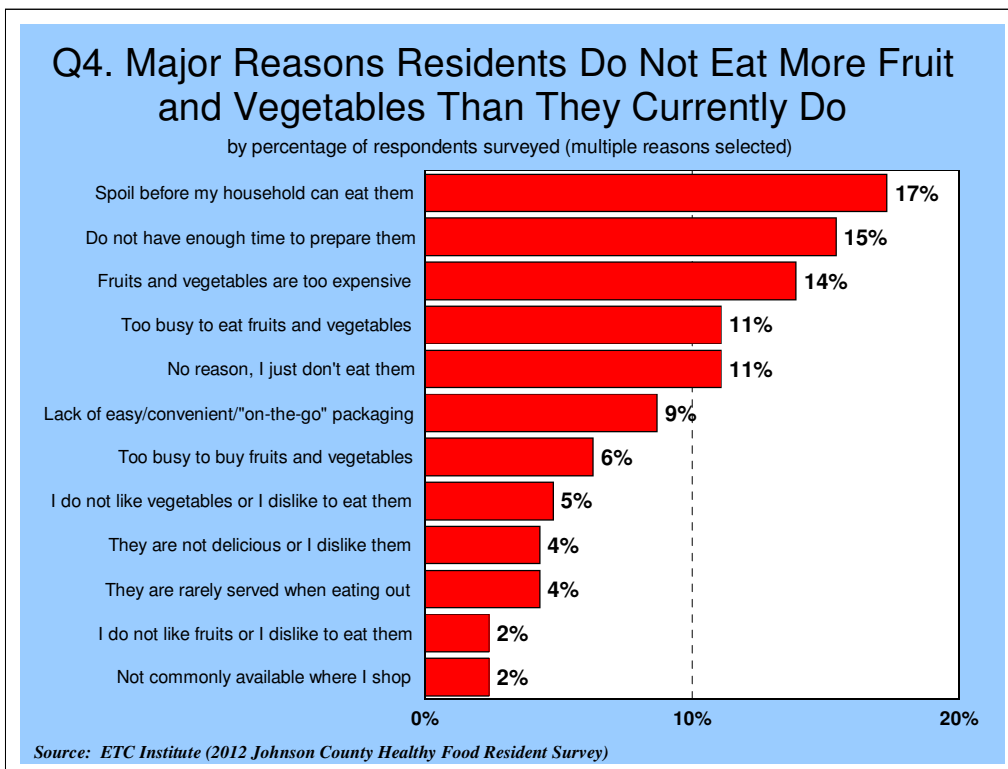
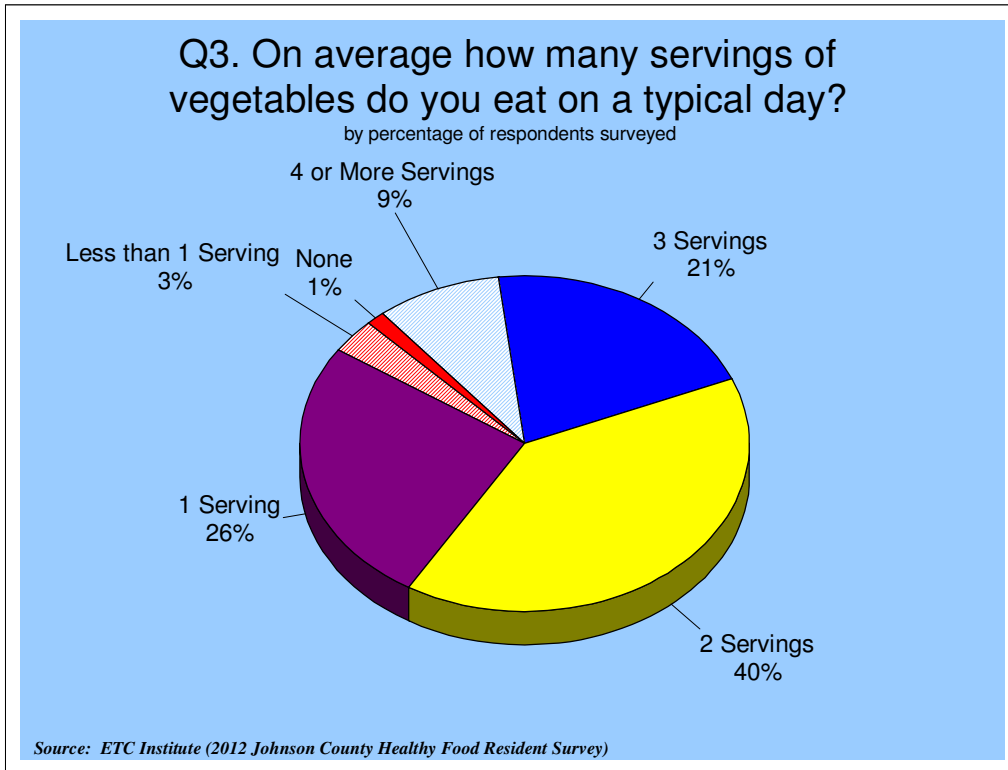
Effectiveness of Measures Designed to Encourage Healthy Eating. Residents were asked to rate the effectiveness of various measures that are designed to encourage healthy eating outside the home; the findings are provided below:

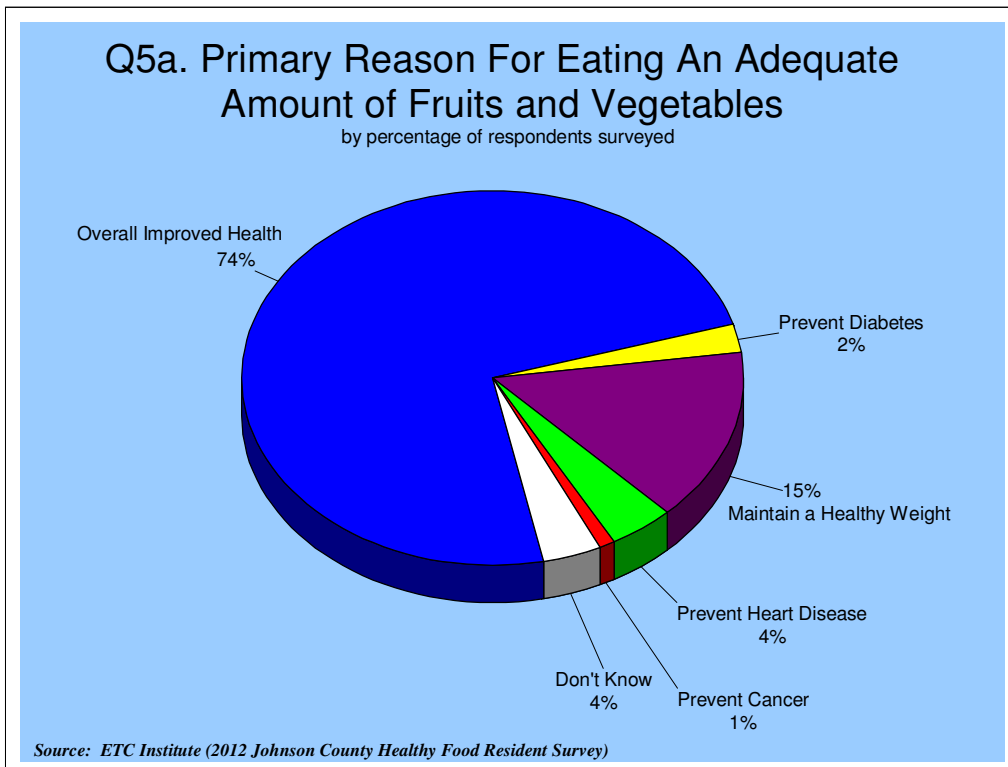
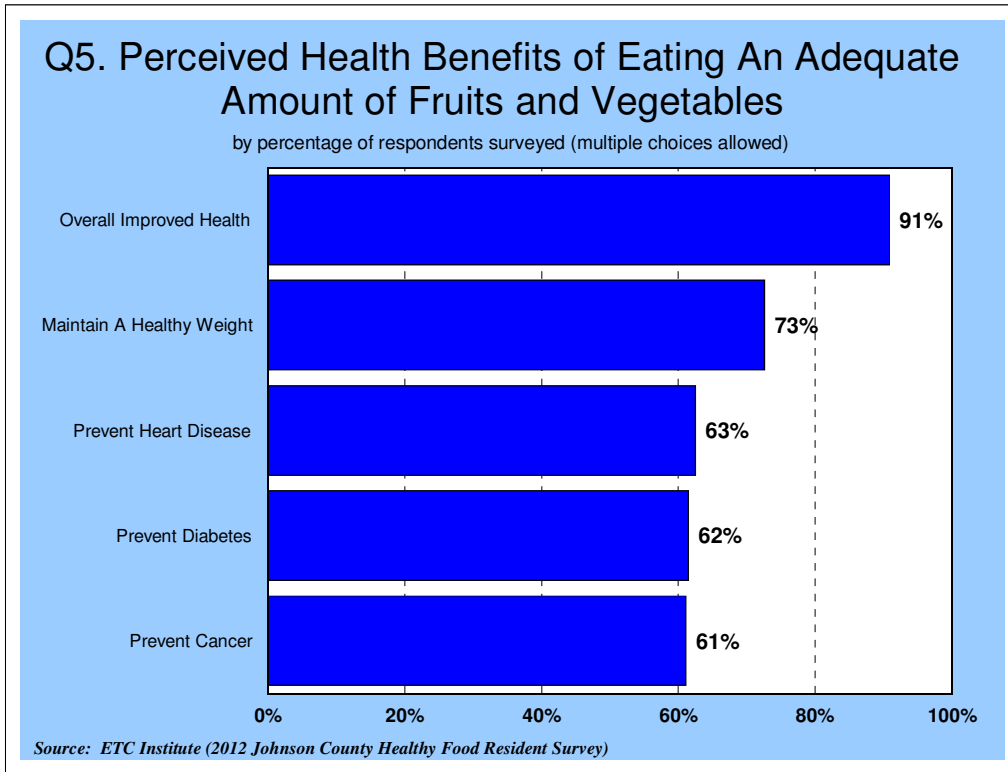
- 85% of the residents surveyed felt providing more food choices with fruit/vegetables, less fat/oil, less salt, less sugar and fewer calories in food premises was a “very effective” or “effective” measure to promote healthy eating outside the home.
- 74% of residents felt clearly labeling the nutritional content of menu items with more fruits/vegetables, less fat/oil, less salt, less sugar and fewer calories was a “very effective” or “effective” measure to promote healthy eating outside the home.

- 69% of residents felt advertisements that promote or encourage healthy food in restaurants was a “very effective” or “effective” measure to promote healthy eating outside the home.
- 69% of residents felt offering cash or discount coupons for dishes with fruit/vegetables, less fat/oil, less salt, less sugar and fewer calories was a “very effective” or “effective” measure to promote healthy eating outside the home.

Section 1:
Charts and Graphs

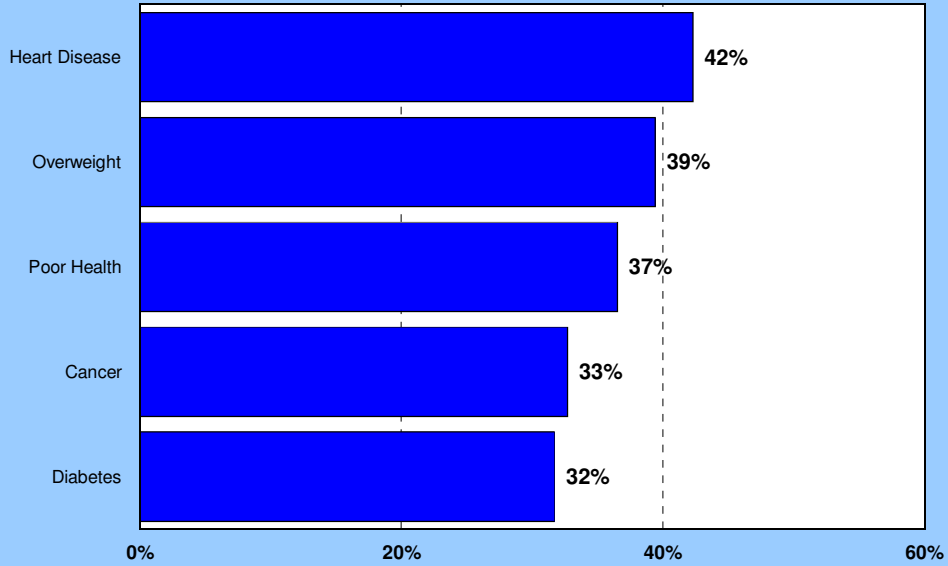






Q5b. Do you or anyone in your household have a history of the following:

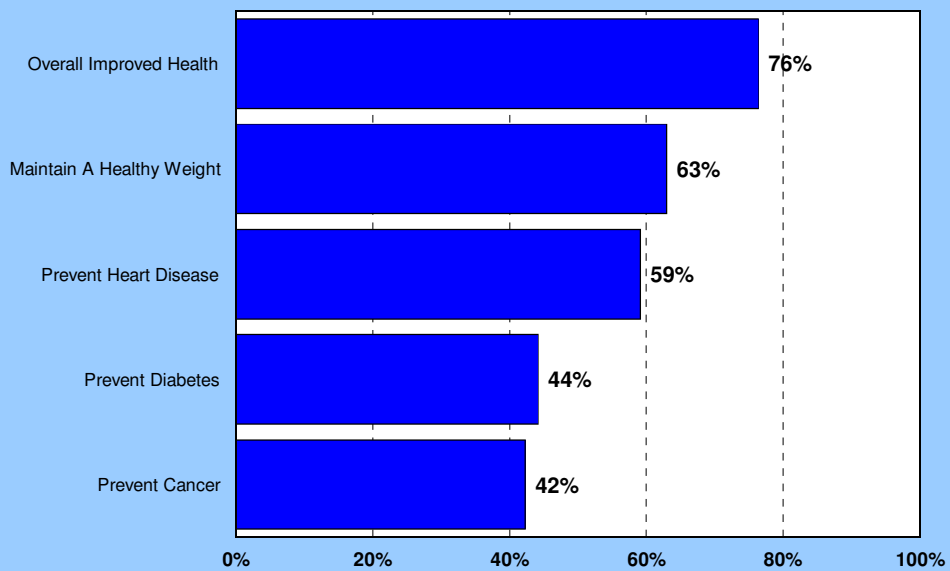
by percentage of respondents surveyed (multiple choices allowed)



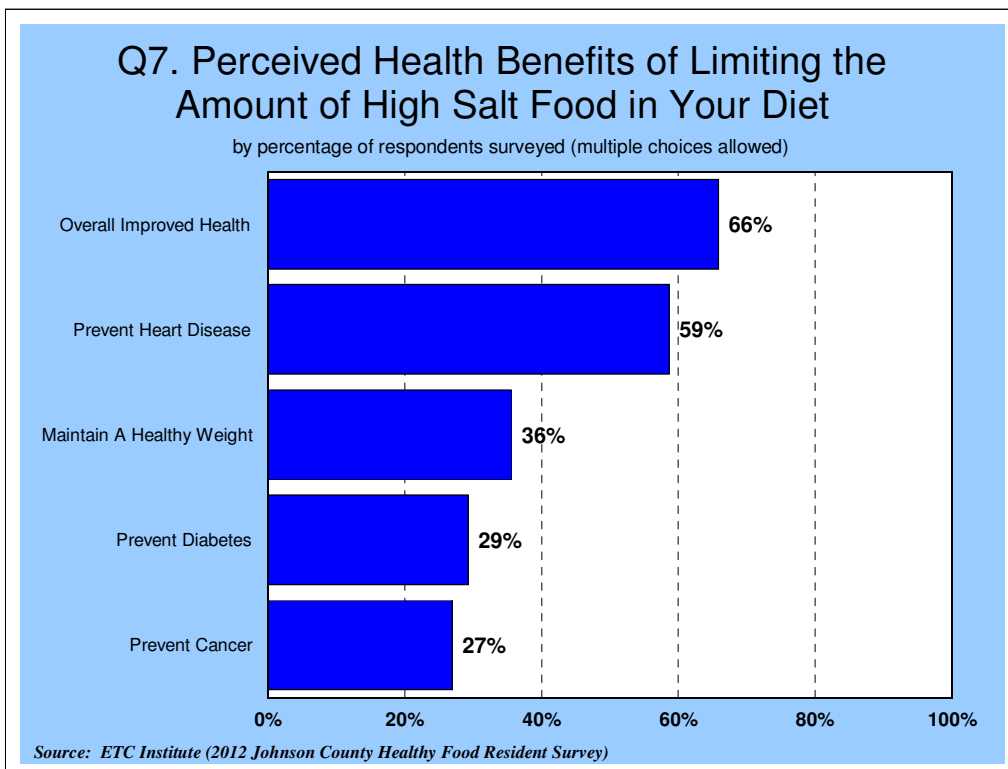
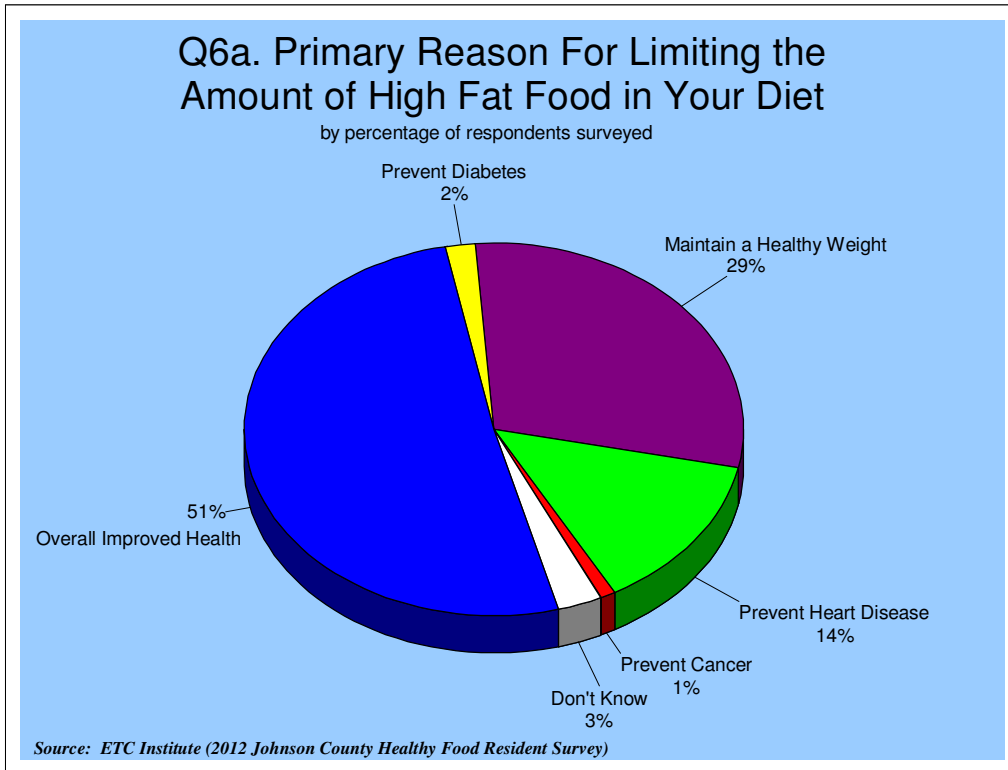
Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)

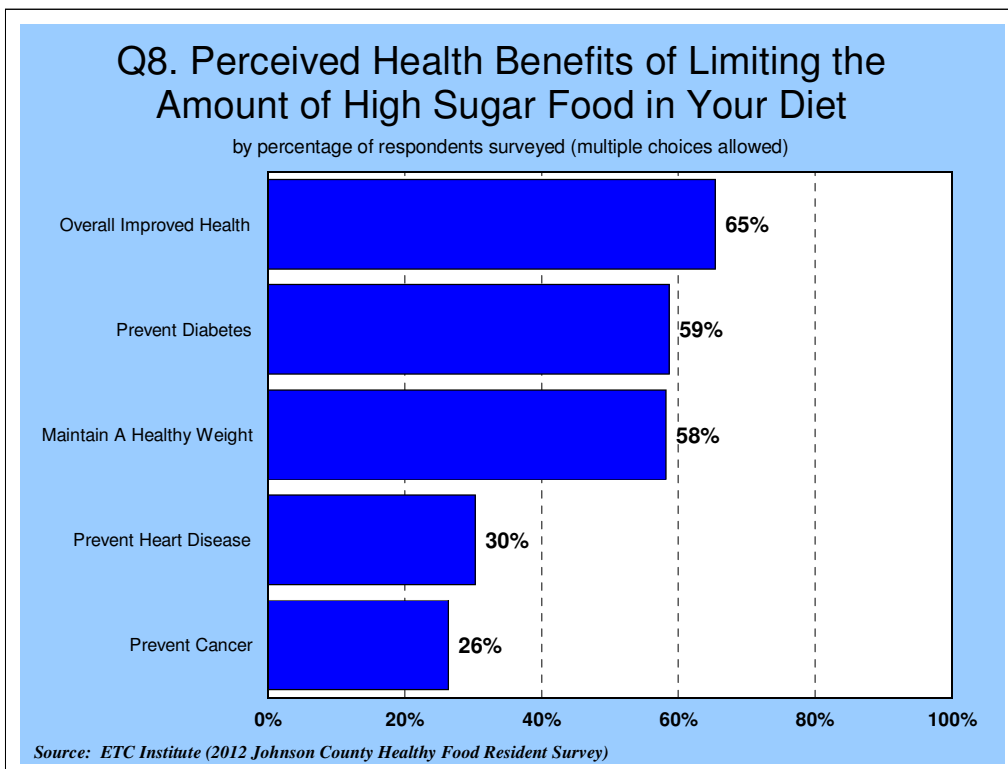
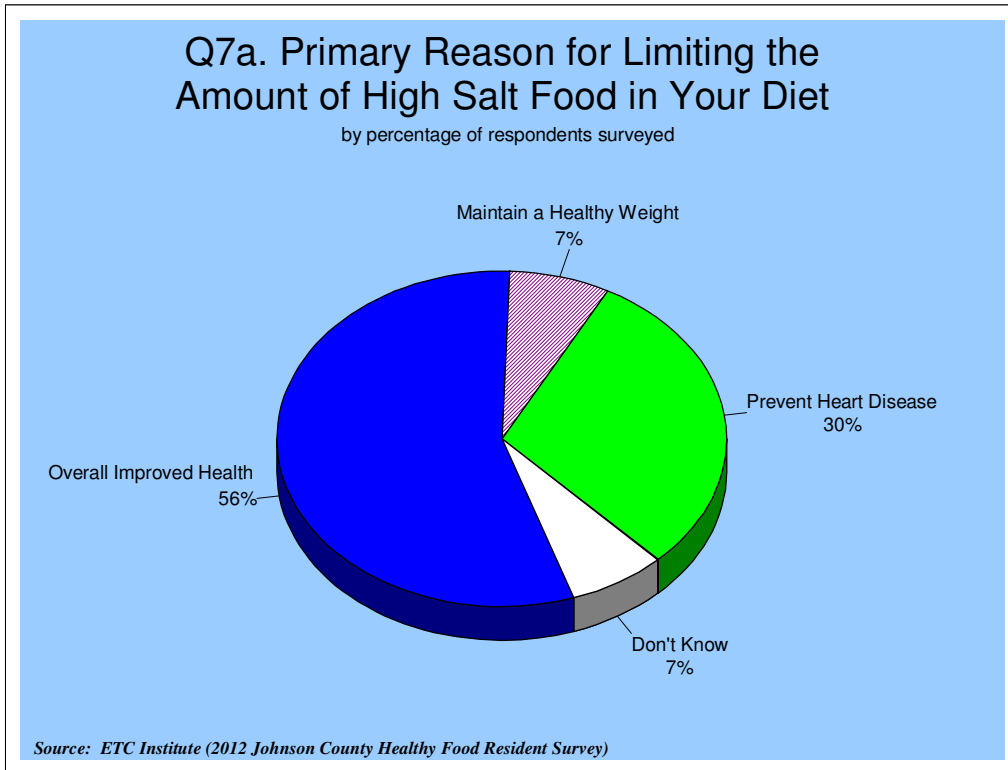
Q6. Perceived Health Benefits of Limiting the Amount of High Fat Food in Your Diet

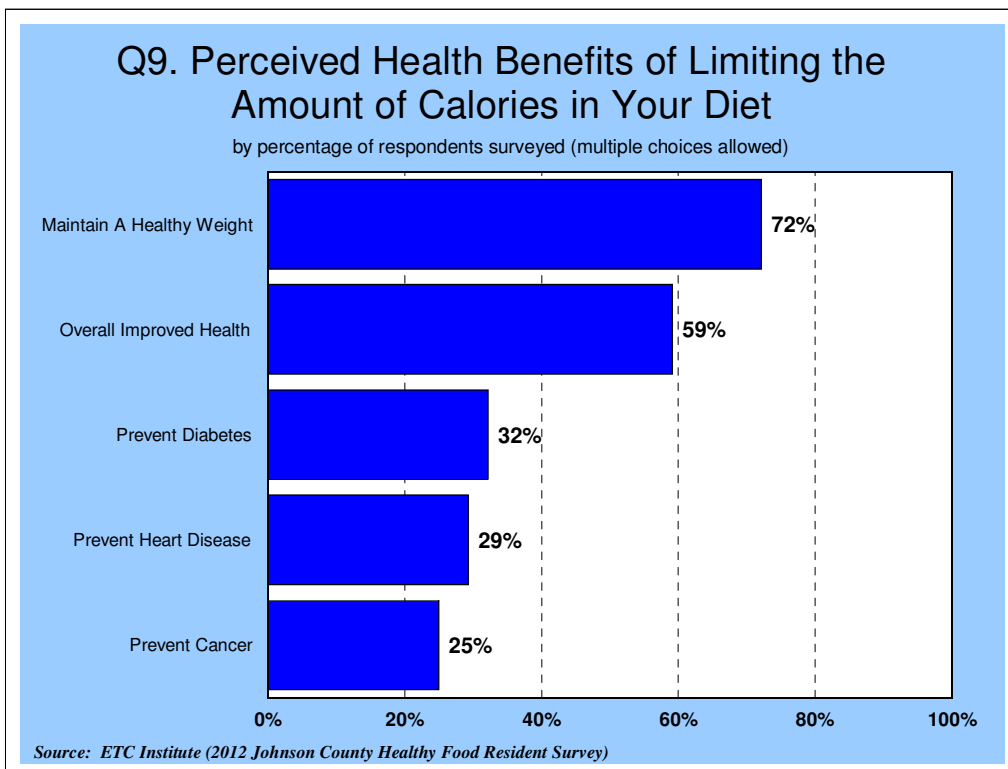
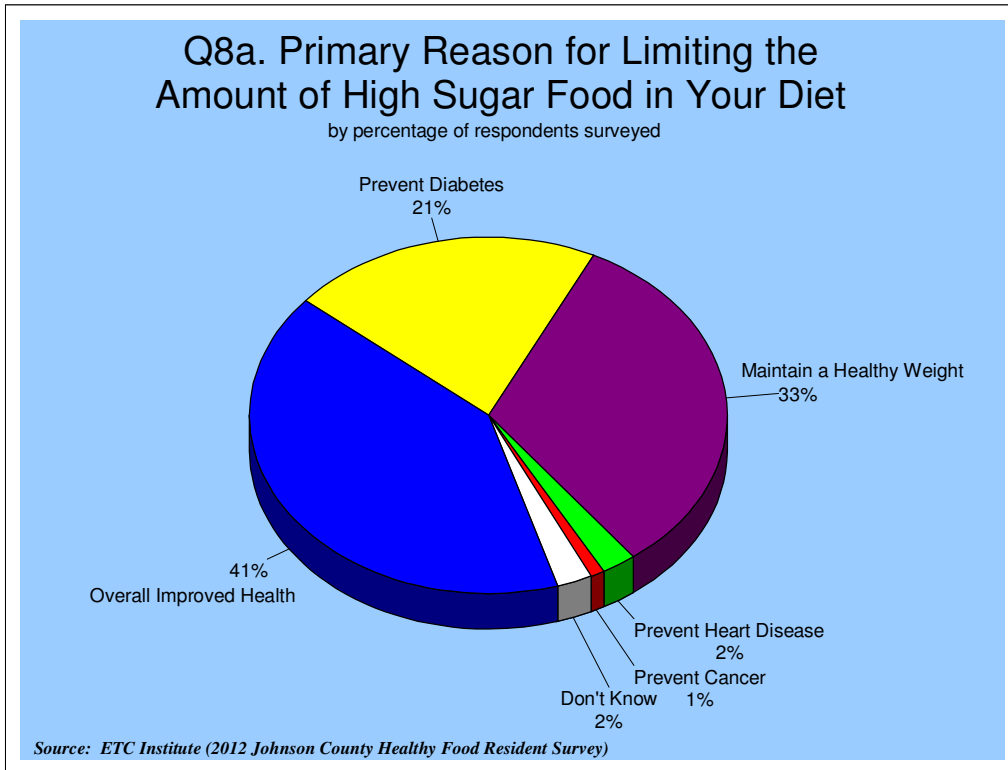
by percentage of respondents surveyed (multiple choices allowed)

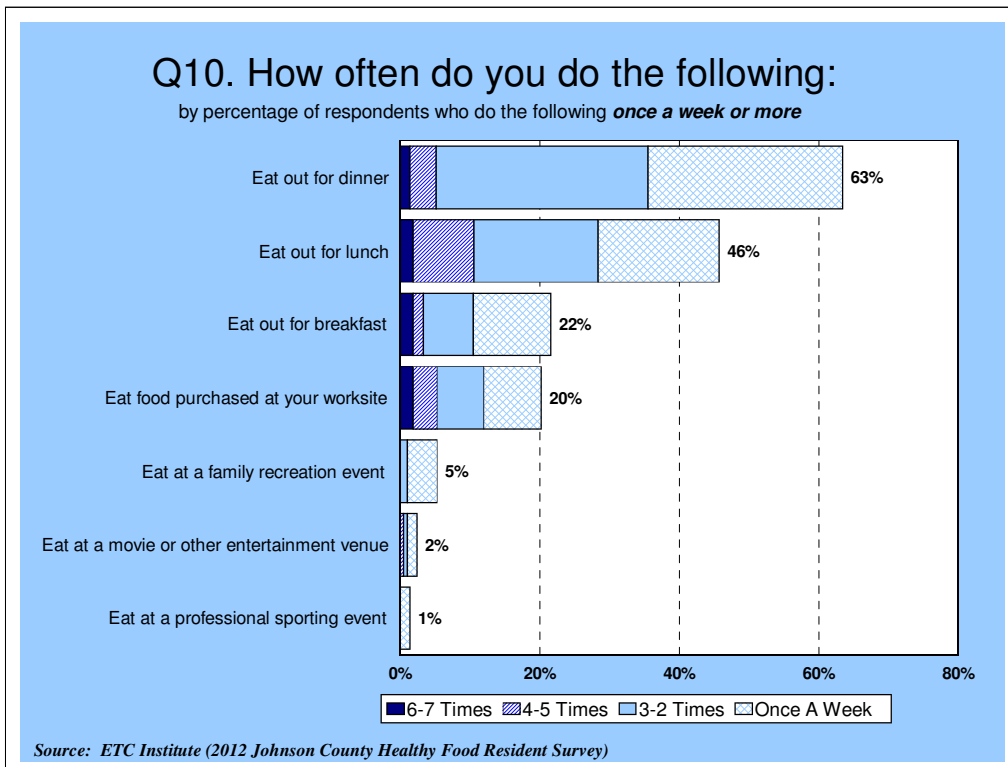
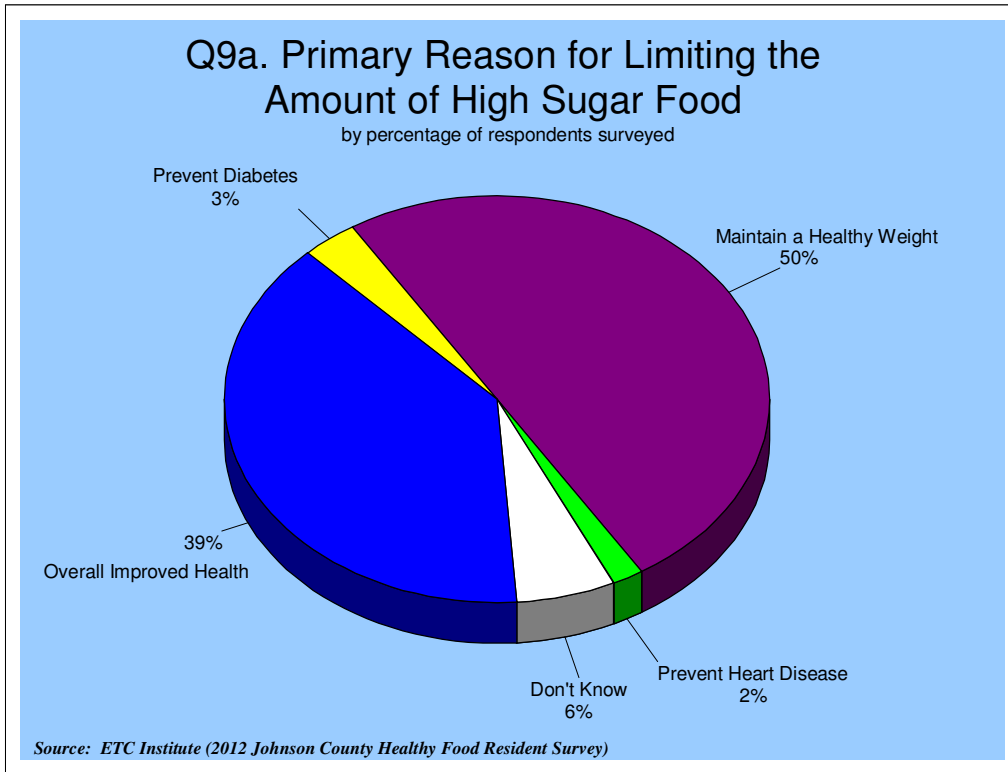


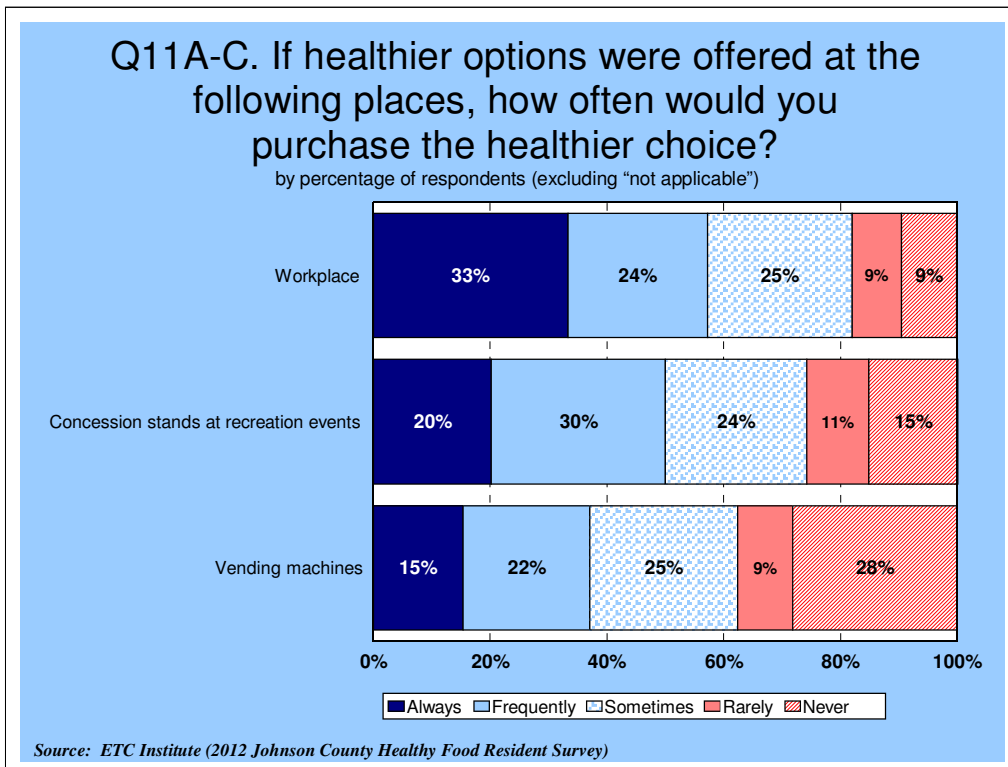
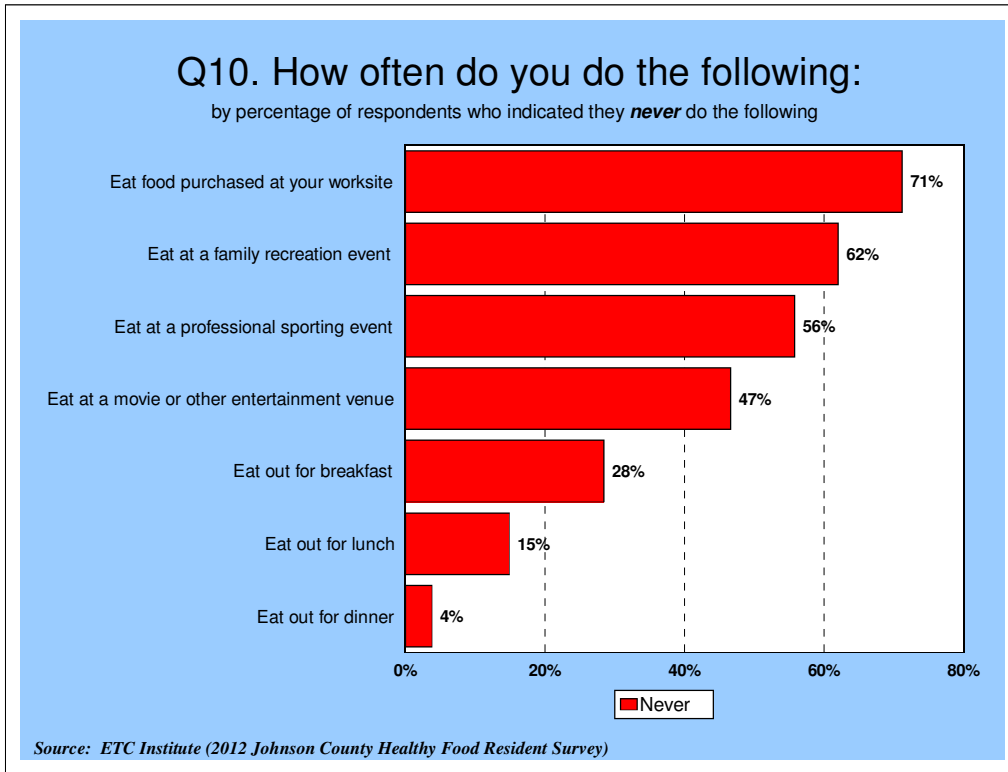
Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)

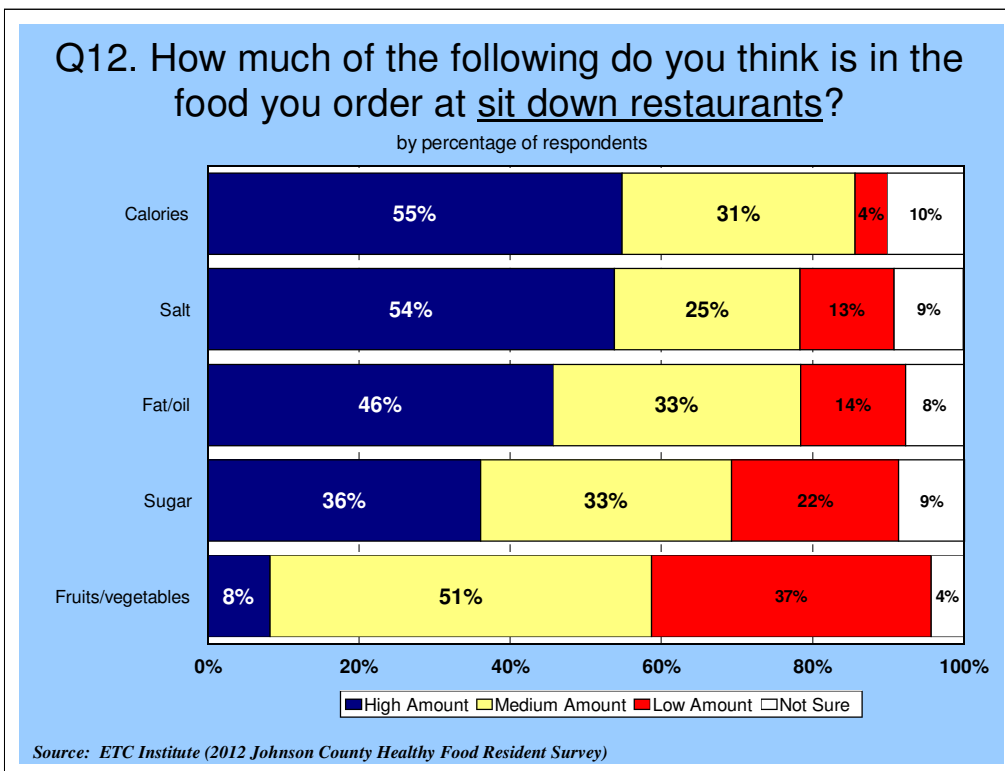
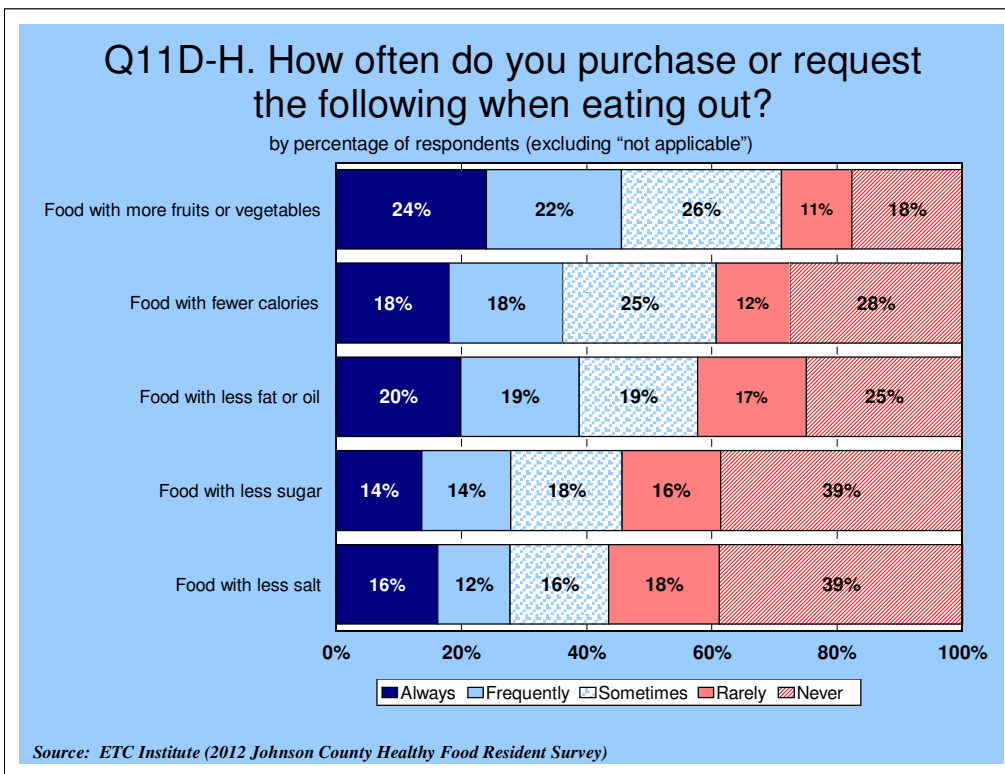






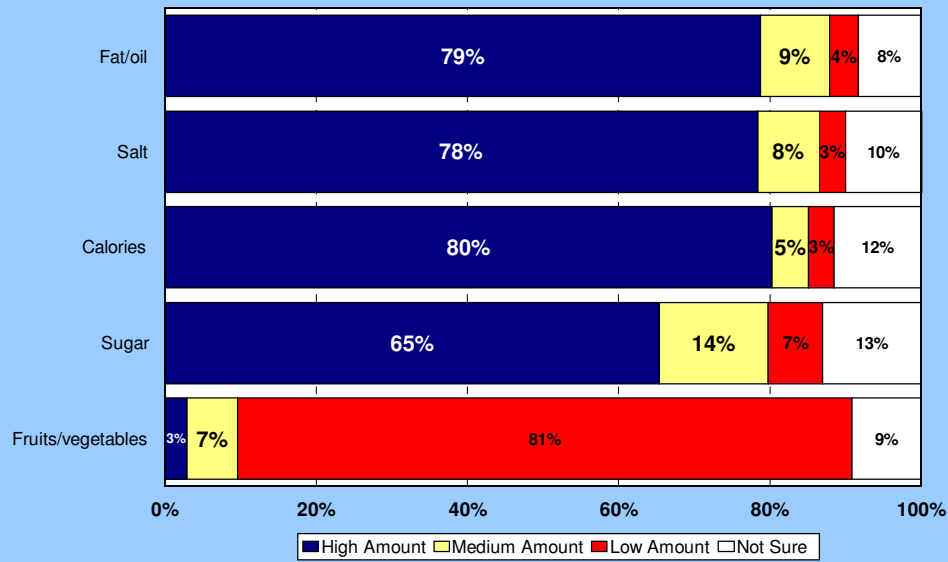






Q13. How much of the following do you think is in the food you order at fast food restaurants?

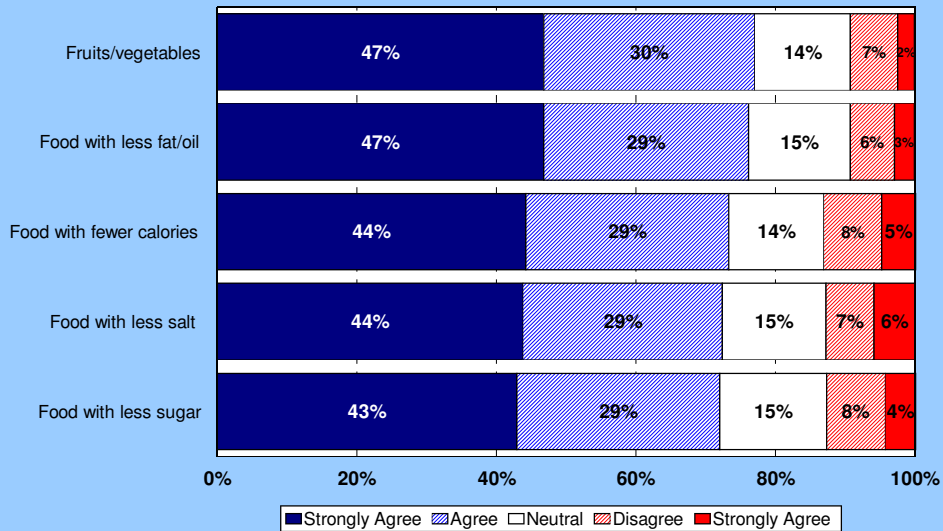
by percentage of respondents



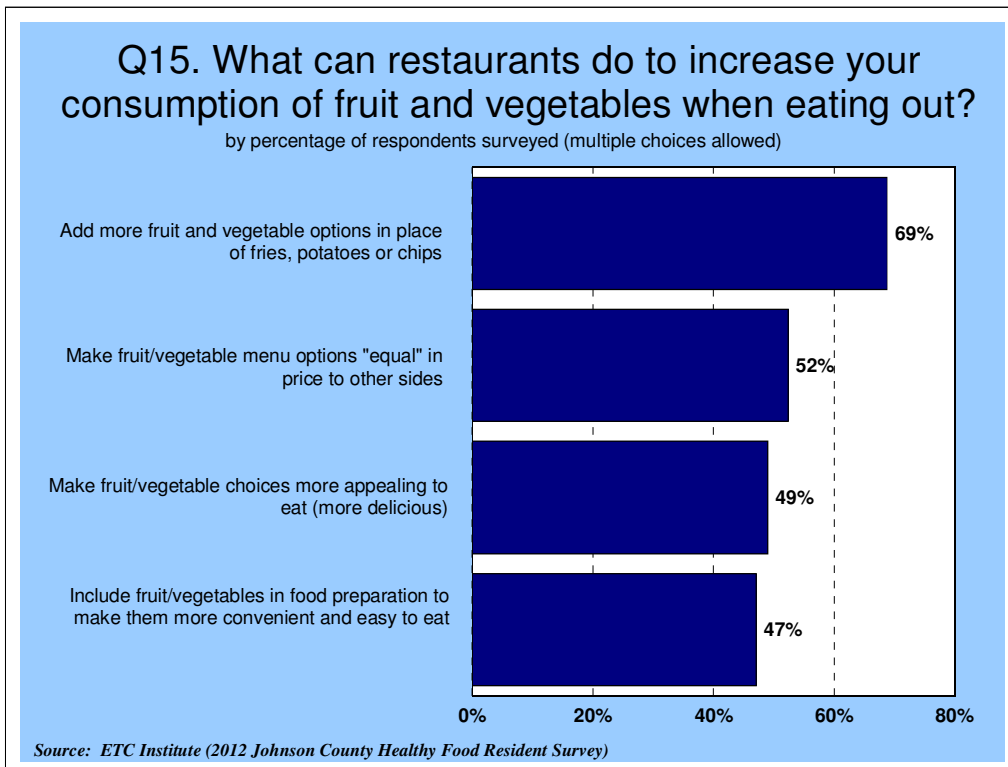
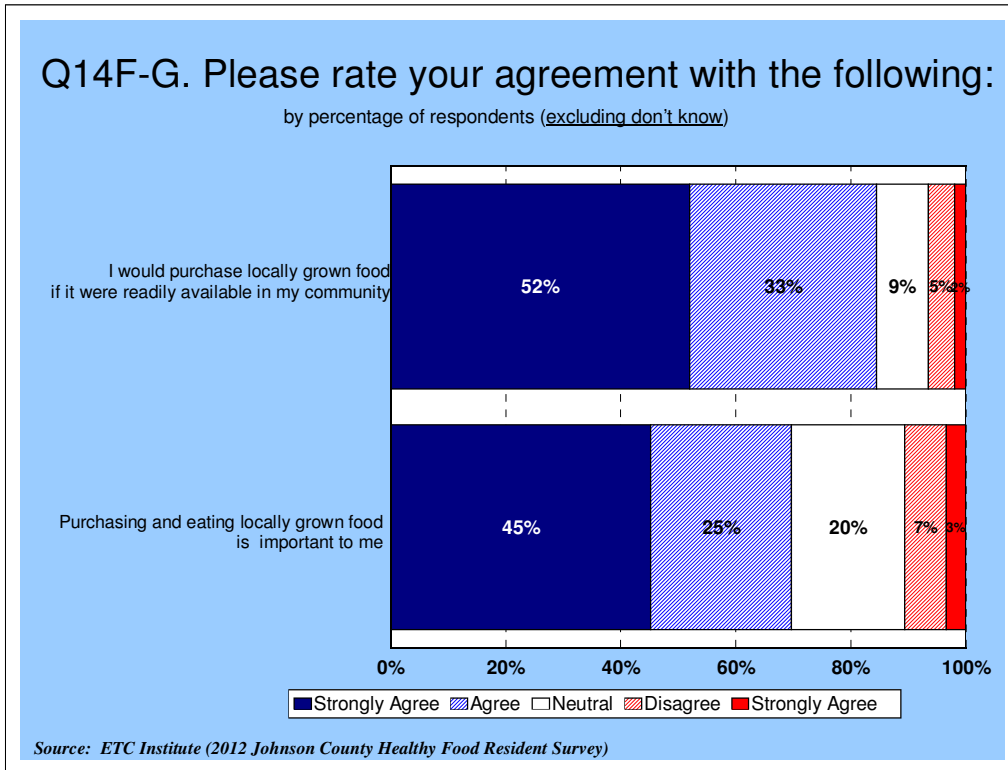
Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)

Q14A-E. How strongly do you agree that you would purchase more of the following items at restaurants if there were more options available?

by percentage of respondents (excluding "don't know")

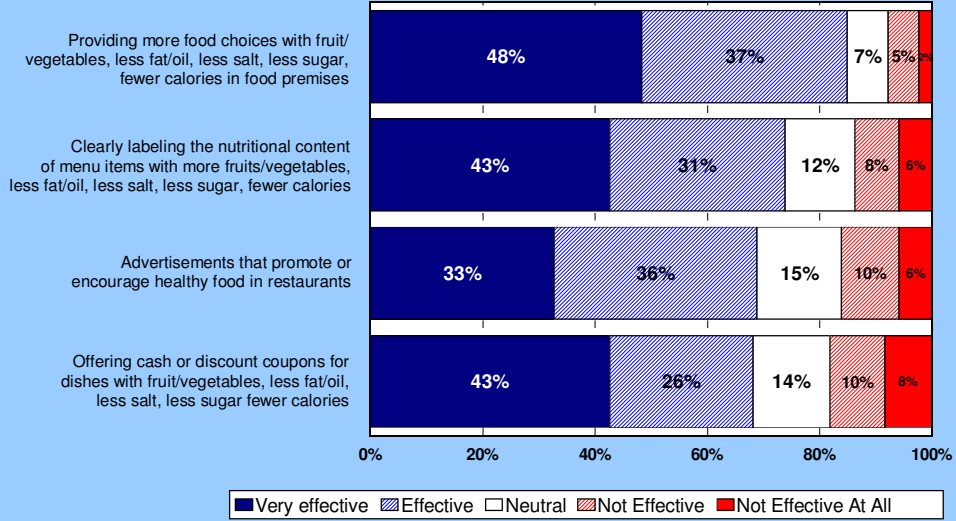


Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)



Q16. How effective are the following measures that are designed to encourage you to eat healthier when eating out?

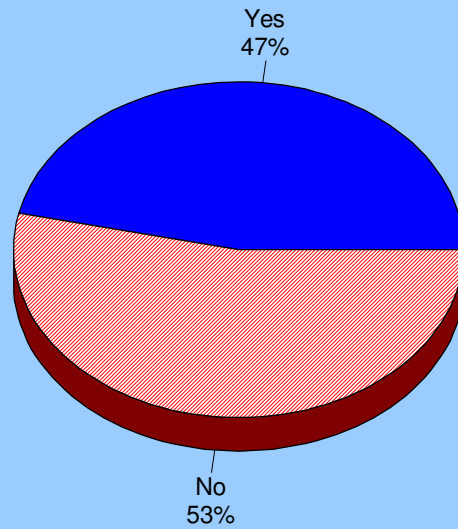
by percentage of respondents (excluding "don't know")



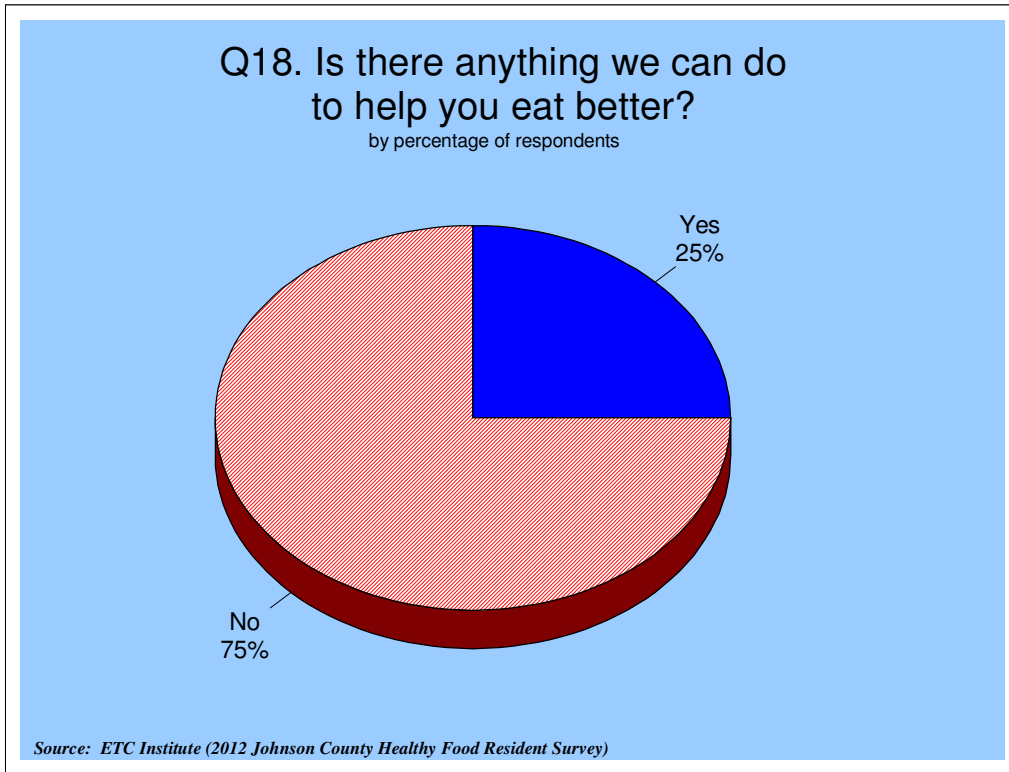
Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)

Q17. Is there anything specifically that would help you eat healthier?

by percentage of respondents

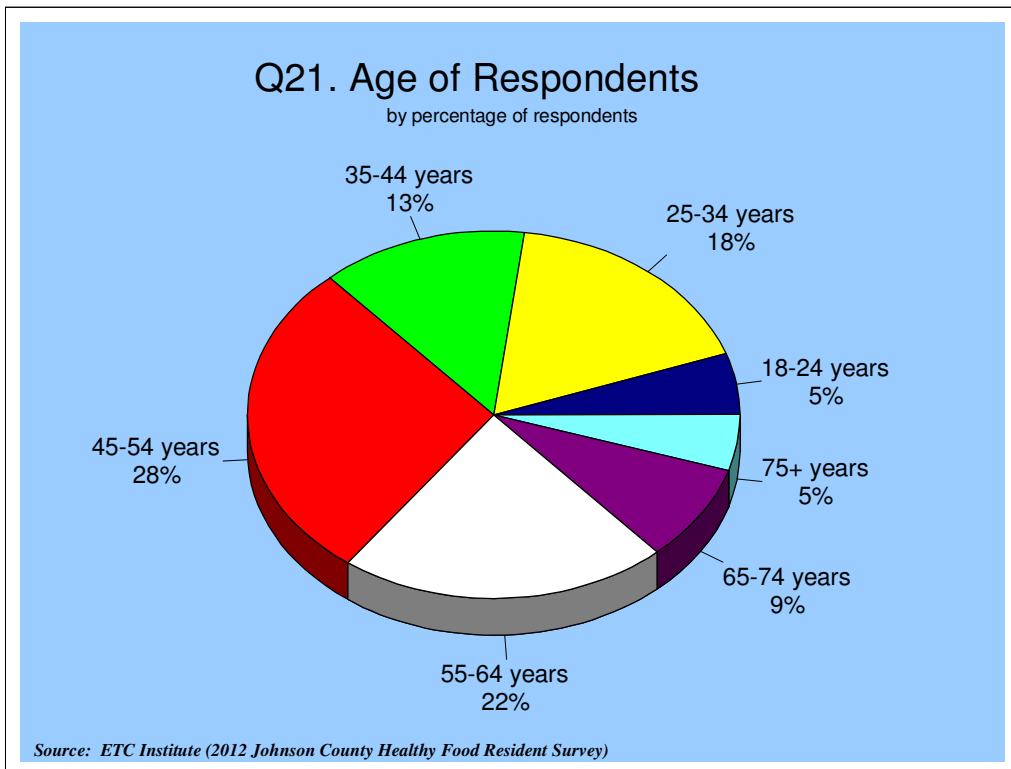
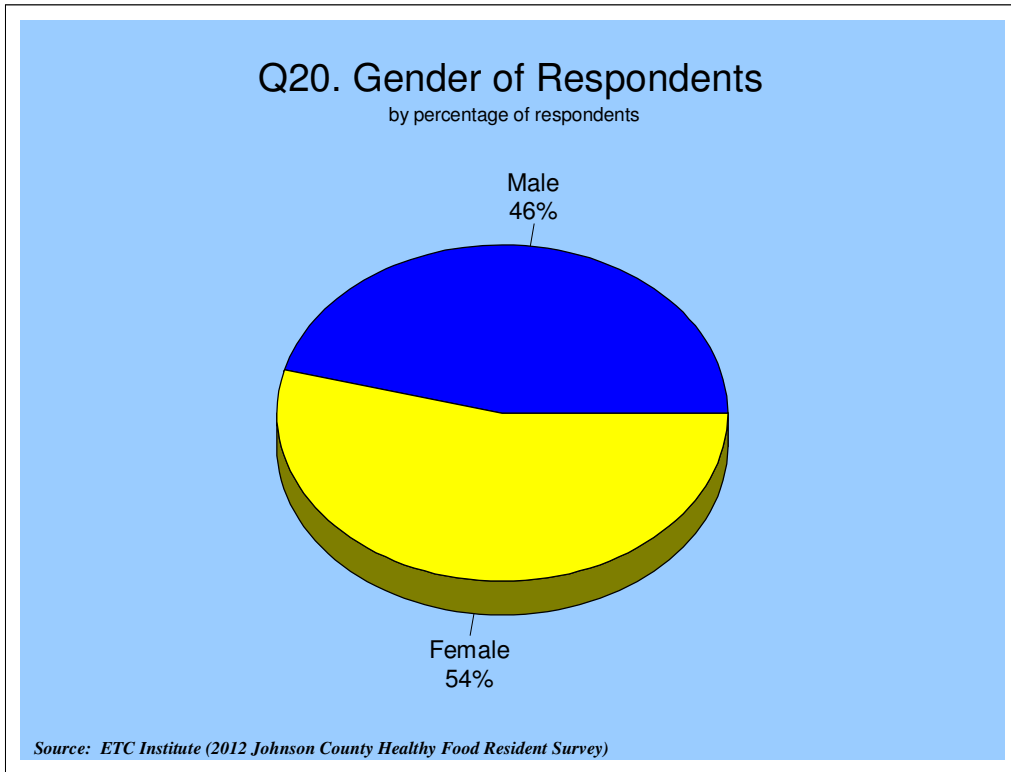


Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)



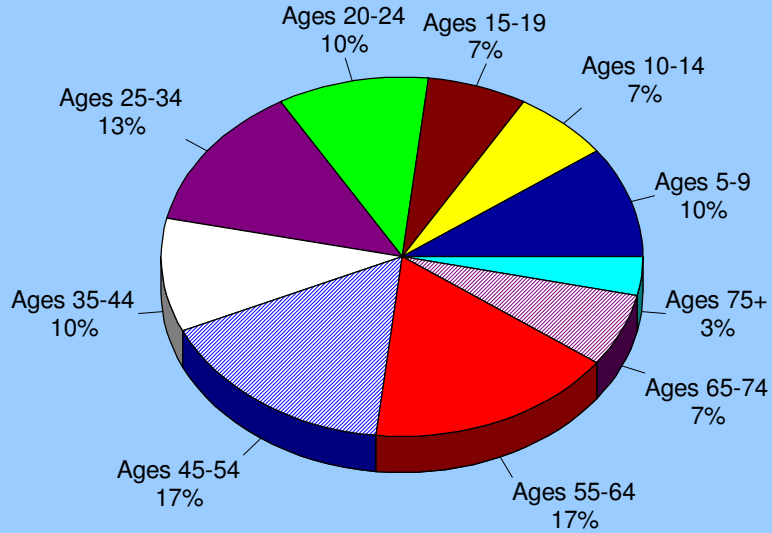
Demographics

Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)



Q22. How many people live in your household in each of the following age ranges:

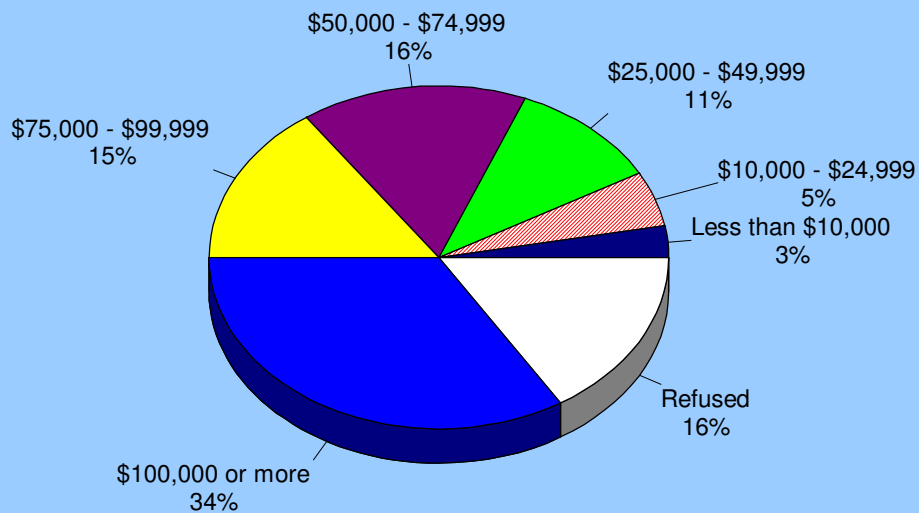
by percentage of respondents



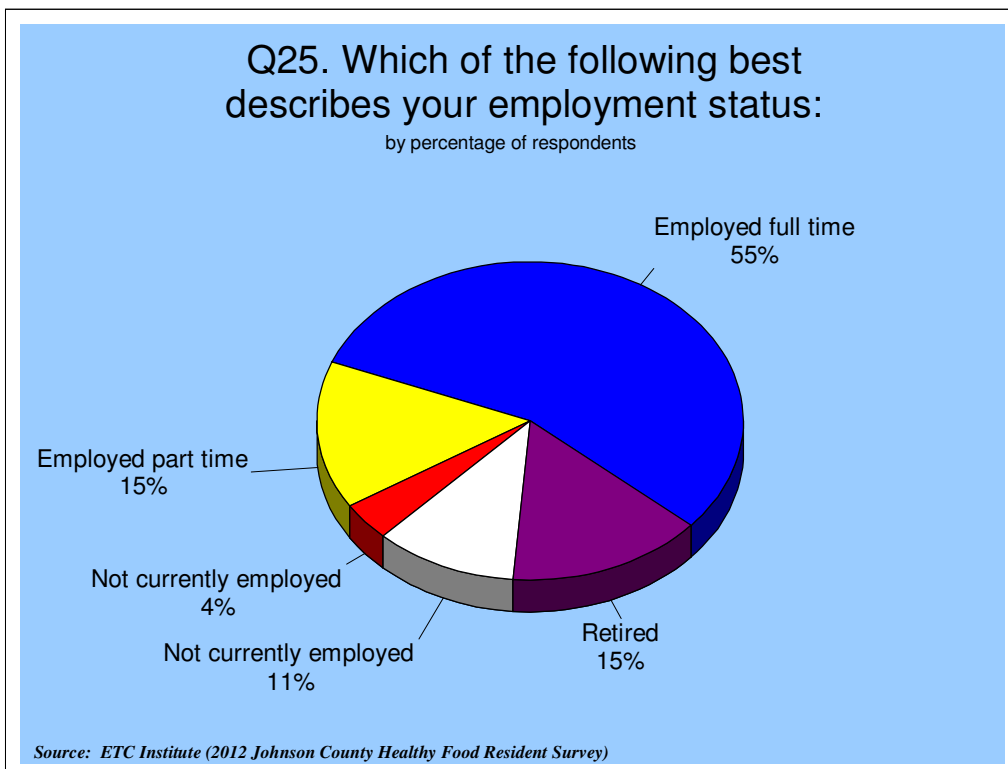
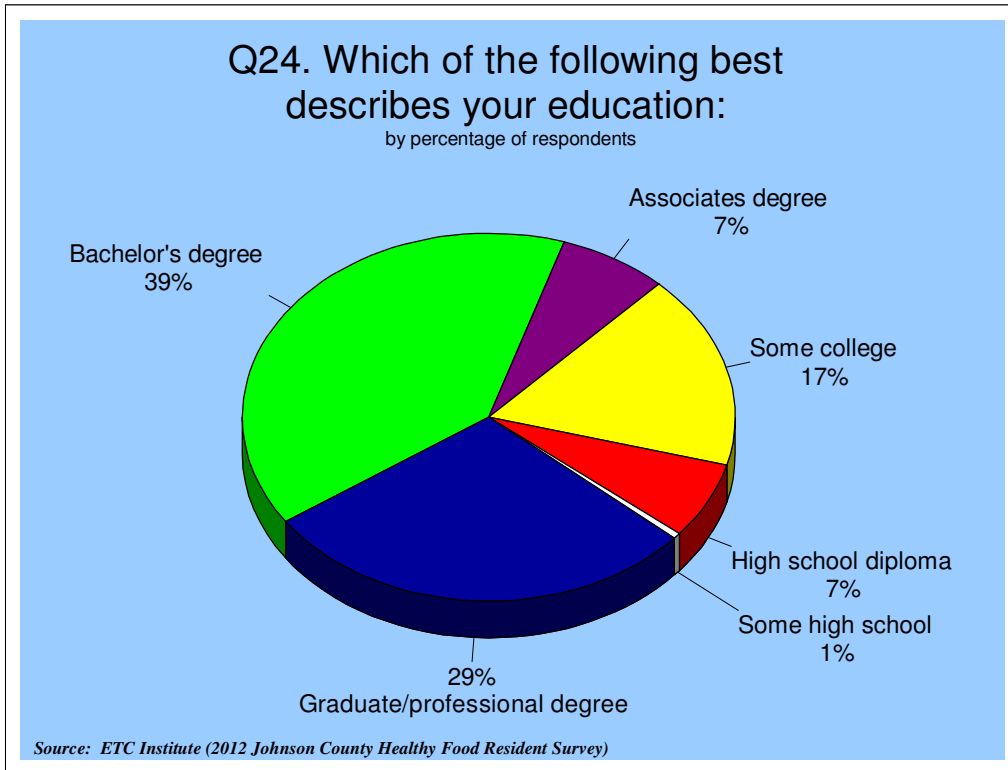
Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)

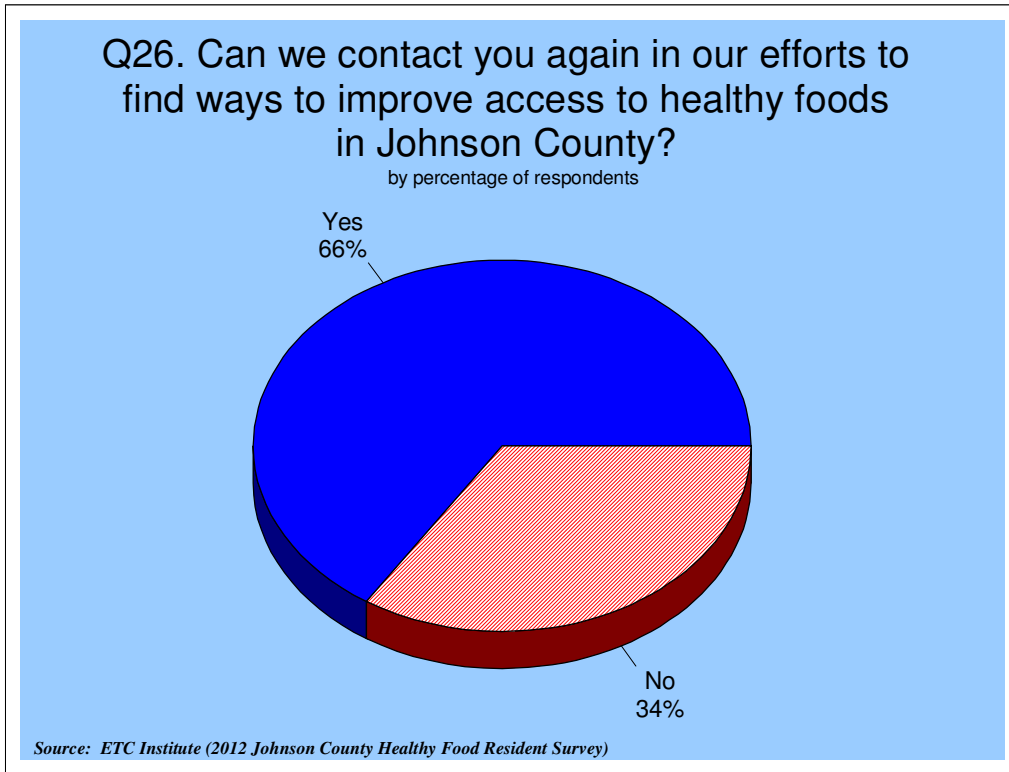
Q23. Which of the following best describes your total annual household income:

by percentage of respondents



Source: ETC Institute (2012 Johnson County Healthy Food Resident Survey)





Section 2:
Tabular Data

Q1. On average, how many days per week do you typically eat the following:

(N=208)

	None	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days
Q1A. Fruit (not including fruit juice)	2.9%	2.4%	7.2%	9.1%	6.7%	12.5%	5.3%	53.8%
Q1B. Vegetables (not including vegetable juice)	1.0%	0.5%	4.8%	3.4%	8.2%	13.9%	4.3%	63.9%
Q1C. High fat food (e.g. deep-fried food, fatty meat, baked goods)	16.3%	20.7%	23.6%	11.1%	7.2%	11.5%	1.9%	7.7%
Q1D. High salt food (e.g. preserved meat/vegetables, processed foods)	26.4%	17.3%	20.2%	13.9%	7.7%	6.7%	0.5%	7.2%
Q1E. High sugar food (e.g. soft drinks, dessert, candy)	15.4%	19.7%	15.4%	12.5%	6.7%	6.3%	3.4%	20.7%
Q1F. Food high in calories	18.3%	16.3%	21.6%	12.0%	10.6%	6.3%	3.8%	11.1%

Q2. On average, how many servings of fruit do you eat on a typical day [one serving of fruit equals 1 apple or orange, 1 small banana, or 1/2 cup of grapes or strawberries]?

Q2. On average, how many servings of fruit do you eat on a typical day [one serving of fruit equals 1 apple or orange, 1 small banana, or 1/2 cup of grapes or strawberries]?

	Number	Percent
None	6	2.9 %
Less than 1 Serving	10	4.8 %
1 Serving	65	31.3 %
2 Servings	70	33.7 %
3 Servings	39	18.8 %
4 or More Servings	18	8.7 %
Total	208	100.0 %

Q3. On average, how many servings of vegetables do you eat on a typical day [one serving of vegetables equals 1 cup of raw leafy vegetables or 1/2 cup of cooked vegetables]?

Q3. On average, how many servings of vegetables do you eat on a typical day [one serving of vegetables equals 1 cup of raw leafy vegetables or 1/2 cup of cooked vegetables]?

	Number	Percent
None	3	1.4 %
Less than 1 Serving	7	3.4 %
1 Serving	54	26.0 %
2 Servings	82	39.4 %
3 Servings	43	20.7 %
4 or More Servings	19	9.1 %
Total	208	100.0 %

Q4. Which of the following are major reasons you do not eat more fruit and vegetables than you currently do?

Q4. Major reasons you do not eat more fruits or
vegetables

	Number	Percent
They are not delicious or I dislike them	9	4.3 %
I do not like fruits or I dislike to eat them	5	2.4 %
I do not like vegetables or I dislike to eat them	10	4.8 %
Fruits and vegetables are not commonly available where I shop	5	2.4 %
Fruits and vegetables are rarely served when eating out	9	4.3 %
Too busy to buy fruits and vegetables	13	6.3 %
Too busy to eat fruits and vegetables	23	11.1 %
When eating at home I do not have enough time to prepare fruits and vegetables	32	15.4 %
Fruits and vegetables are too expensive	29	13.9 %
Inconvenient to eat due to lack of easy, convenient, "on-the-go" packaging/prep. options	18	8.7 %
I buy fruit/vegetables but then they spoil before my household can eat them	36	17.3 %
No reason, I just don't eat them	23	11.1 %
Eat them every day	80	38.5 %
Other reason	22	10.6 %
Total	314	

Q4. Which of the following are major reasons you do not eat more fruit and vegetables than you currently do? (Other Reasons)

Other (please specify)

Not enough organic fruits and vegetables at an inexpensive price

No taste to most--you have to salt them or put cheese on them, or cook with other items.

Fruit is high in sugar; vegetables aren't as fresh

Health issues

Bad eater

I don't want to be fat

The choices at stores

Always on the go with work, 24 hours

Small children won't eat them

Diabetes

Try and get what is on sale

No way to the store

On a diet

I live alone; I prepare them and don't get a chance to eat it all, I feel I waste too much of them.

Cost

The quality of fresh fruits & vegies at the local supermarkets are not locally grown (USA), or they are of bad quality

Don't like the fruit on the market

Diet

None

Other family members don't care for them

Dietary restrictions

I am on a new diet

None

Q5. What are the health benefits of eating an adequate amount of fruits and vegetables?

Q5. What are the health benefits of eating an adequate amount of fruits and vegetables?	Number	Percent
Prevent Cancer	127	61.1 %
Prevent Heart Disease	130	62.5 %
Maintain A Healthy Weight	151	72.6 %
Prevent Diabetes	128	61.5 %
Overall Improved Health	189	90.9 %
Don't Know	3	1.4 %
Total	728	

Q5a. Please specify which ONE benefit is your PRIMARY reason for eating an adequate amount of fruits and vegetables

Q5a. Please specify which ONE benefit is your PRIMARY reason for eating an adequate amount of fruits and vegetables:	Number	Percent
Prevent Cancer	2	1.0 %
Prevent Heart Disease	9	4.3 %
Maintain A Healthy Weight	31	14.9 %
Prevent Diabetes	5	2.4 %
Overall Improved Health	153	73.6 %
Don't Know	8	3.8 %
Total	208	100.0 %

Q5b. Do you or anyone in your family have a history of the following: (check all that apply)

Q5b. Do you or anyone in your family have a history of the following:	Number	Percent
Cancer	68	32.7 %
Heart Disease	88	42.3 %
Overweight	82	39.4 %
Diabetes	66	31.7 %
Poor Health	76	36.5 %
Total	380	

Q6. What are the health benefits of limiting the amount of high fat food in your diet?

What are the health benefits of limiting the amount of high fat food in your diet?	Number	Percent
Prevent Cancer	88	42.3 %
Prevent Heart Disease	123	59.1 %
Maintain A Healthy Weight	131	63.0 %
Prevent Diabetes	92	44.2 %
Overall Improved Health	159	76.4 %
<u>Don't Know</u>	6	2.9 %
Total	599	

Q6a. Please specify which ONE benefit is your PRIMARY reason for limiting the amount of high fat food in your diet:

Q6a. Please specify which ONE benefit is your PRIMARY reason for limiting the amount of high fat food in your diet:	Number	Percent
Prevent Cancer	2	1.0 %
Prevent Heart Disease	29	13.9 %
Maintain A Healthy Weight	61	29.3 %
Prevent Diabetes	4	1.9 %
Overall Improved Health	106	51.0 %
<u>Don't Know</u>	6	2.9 %
Total	208	100.0 %

Q7. What are the health benefits of limiting the amount of high salt food in your diet?

Q7. What are the health benefits of limiting the amount of high salt food in your diet?

	Number	Percent
Prevent Cancer	56	26.9 %
Prevent Heart Disease	122	58.7 %
Maintain A Healthy Weight	74	35.6 %
Prevent Diabetes	61	29.3 %
Overall Improved Health	137	65.9 %
Don't Know	15	7.2 %
Total	465	

Q7a. Please specify which ONE benefit is your PRIMARY reason for limiting the amount of high salt food in your diet:

Please specify which ONE benefit is your PRIMARY reason for limiting the amount of high salt food in your diet:

	Number	Percent
Prevent Cancer	0	0.0 %
Prevent Heart Disease	63	30.3 %
Maintain A Healthy Weight	15	7.2 %
Prevent Diabetes	0	0.0 %
Overall Improved Health	115	55.3 %
Don't Know	15	7.2 %
Total	208	100.0 %

Q8. What are the health benefits of limiting the amount of high sugar food in your diet?

Q8. What are the health benefits of limiting the amount of high sugar food in your diet?

	Number	Percent
Prevent Cancer	55	26.4 %
Prevent Heart Disease	63	30.3 %
Maintain A Healthy Weight	121	58.2 %
Prevent Diabetes	122	58.7 %
Overall Improved Health	136	65.4 %
Don't Know	2	1.0 %
Total	499	

Q8a. Please specify which ONE benefit is your PRIMARY reason for limiting the amount of high sugar food in your diet:

Please specify which ONE benefit is your PRIMARY reason for limiting the amount of high sugar food in your diet:

	Number	Percent
Prevent Cancer	1	0.5 %
Prevent Heart Disease	5	2.4 %
Maintain A Healthy Weight	68	32.7 %
Prevent Diabetes	44	21.2 %
Overall Improved Health	85	40.9 %
Don't Know	5	2.4 %
Total	208	100.0 %

Q9. What are the health benefits of limiting the amount of calories in your diet?

Q9. What are the health benefits of limiting the amount of calories in your diet?

	Number	Percent
Prevent Cancer	52	25.0 %
Prevent Heart Disease	61	29.3 %
Maintain A Healthy Weight	150	72.1 %
Prevent Diabetes	67	32.2 %
Overall Improved Health	123	59.1 %
Don't Know	11	5.3 %
Total	464	

Q9a. Please specify which ONE benefit is your PRIMARY reason for limiting the amount of calories in your diet:

Please specify which ONE benefit is your PRIMARY reason for limiting the amount of calories in your diet: (select one)

	Number	Percent
Prevent Cancer	0	0.0 %
Prevent Heart Disease	4	1.9 %
Maintain A Healthy Weight	104	50.0 %
Prevent Diabetes	7	3.4 %
Overall Improved Health	81	38.9 %
Don't Know	12	5.8 %
Total	208	100.0 %

Q10. How often do you do the following:

(N=208)

	6-7 Times A Week	4-5 Times A Week	3-2 Times A Week	Once A Week	Once Every Two Weeks	Once A Month	Once Every Few Months	Once A Year	Never
Q10A. Eat out for breakfast	1.9%	1.4%	7.2%	11.1%	9.6%	17.8%	14.9%	7.7%	28.4%
Q10B. Eat out for lunch	1.9%	8.7%	17.8%	17.3%	16.3%	12.0%	9.6%	1.4%	14.9%
Q10C. Eat out for dinner	1.4%	3.8%	30.3%	27.9%	15.4%	9.6%	7.7%	0.0%	3.8%
Q10D. Eat at a family recreation event (child sports or school event)	0.0%	0.0%	1.0%	4.3%	4.8%	11.5%	12.0%	4.3%	62.0%
Q10E. Eat at a professional sporting event	0.0%	0.0%	0.0%	1.4%	2.4%	7.7%	15.4%	17.3%	55.8%
Q10F. Eat at a movie or other entertainment venue	0.0%	0.5%	0.5%	1.4%	3.8%	10.6%	23.1%	13.5%	46.6%
Q10G. Eat food purchased at your worksite	1.9%	3.4%	6.7%	8.2%	2.4%	1.9%	2.9%	1.4%	71.2%

Q11. Please answer the following:

(N=208)

	Always	Frequently	Sometimes	Rarely	Never	Not Applicable
Q11A. If healthier options were offered at concession stands at recreational events, how often would you purchase the healthier choice?	17.3%	25.5%	20.7%	9.1%	13.0%	14.4%
Q11B. If healthier options were offered at your workplace, how often would you purchase the healthier choice?	18.8%	13.5%	13.9%	4.8%	5.3%	43.8%
Q11C.If healthier options were offered in vending machines would you purchase them?	12.5%	17.8%	20.7%	7.7%	23.1%	18.3%
Q11D.How often do you purchase or request food with more fruit or vegetables when eating out?	23.6%	21.2%	25.0%	11.1%	17.3%	1.9%
Q11E.How often do you purchase or request food with less fat or oil when eating out?	19.2%	18.3%	18.3%	16.8%	24.0%	3.4%
Q11F. How often do you purchase or request food with less salt when eating out?	15.4%	11.1%	14.9%	16.8%	37.0%	4.8%
Q11G. How often do you purchase or request food with less sugar when eating out?	13.0%	13.5%	16.8%	14.9%	36.5%	5.3%
Q11H. How often do you purchase or request food with fewer calories when eating out?	17.8%	17.8%	24.0%	11.5%	26.9%	1.9%

Q11. Please answer the following: (excluding "not applicable")

(N=208)

	Always	Frequently	Sometimes	Rarely	Never
Q11A. If healthier options were offered at concession stands at recreational events, how often would you purchase the healthier choice?	20.2%	29.8%	24.2%	10.7%	15.2%
Q11B. If healthier options were offered at your workplace, how often would you purchase the healthier choice?	33.3%	23.9%	24.8%	8.5%	9.4%
Q11C.If healthier options were offered in vending machines would you purchase them?	15.3%	21.8%	25.3%	9.4%	28.2%
Q11D.How often do you purchase or request food with more fruit or vegetables when eating out?	24.0%	21.6%	25.5%	11.3%	17.6%
Q11E.How often do you purchase or request food with less fat or oil when eating out?	19.9%	18.9%	18.9%	17.4%	24.9%
Q11F. How often do you purchase or request food with less salt when eating out?	16.2%	11.6%	15.7%	17.7%	38.9%
Q11G. How often do you purchase or request food with less sugar when eating out?	13.7%	14.2%	17.8%	15.7%	38.6%
Q11H. How often do you purchase or request food with fewer calories when eating out?	18.1%	18.1%	24.5%	11.8%	27.5%

Q12. Please answer the following questions related to your perception of the following foods that your order at SIT-DOWN RESTAURANTS:

(N=208)

	High Amount	Medium Amount	Low Amount	Not Sure
Q12A. How much fruits/vegetables do you think is in the food you order at sit-down restaurants?	8.2%	50.5%	37.0%	4.3%
Q12B. How much fat/oil do you think is in the food you order at sit-down restaurants?	45.7%	32.7%	13.9%	7.7%
Q12C. How much salt do you think is in the food you order at sit-down restaurants?	53.8%	24.5%	12.5%	9.1%
Q12D. How much sugar do you think is in the food you order at sit-down restaurants?	36.1%	33.2%	22.1%	8.7%
Q12E. How many calories do you think are in the food you order at sit-down restaurants?	54.8%	30.8%	4.3%	10.1%

Q13. Please answer the following questions related to your perception of the following foods that you order at FAST FOOD RESTAURANTS:

(N=208)

	High Amount	Medium Amount	Low Amount	Not Sure
Q13A. How much fruits/vegetables do you think is in the food you order at fast food restaurants?	2.9%	6.7%	81.3%	9.1%
Q13B. How much fat/oil do you think is in the food you order at fast food restaurants?	78.8%	9.1%	3.8%	8.2%
Q13C. How much salt do you think is in the food you order at fast food restaurants?	78.4%	8.2%	3.4%	10.1%
Q13D. How much sugar do you think is in the food you order at fast food restaurants?	65.4%	14.4%	7.2%	13.0%
Q13E. How many calories do you think are in the food you order at fast food restaurants?	80.3%	4.8%	3.4%	11.5%

Q14. How strongly do you agree with the following statements:

(N=208)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
Q14A. I would purchase more fruits and vegetables at restaurants if there were more options available.	46.2%	29.8%	13.5%	6.7%	2.4%	1.4%
Q14B. I would purchase more food with less fat/oil at restaurants if there were more options available.	46.2%	28.8%	14.4%	6.3%	2.9%	1.4%
Q14C. I would purchase more food with less salt at restaurants if there were more options available.	42.8%	27.9%	14.4%	6.7%	5.8%	2.4%
Q14D. I would purchase more food with less sugar at restaurants if there were more options available.	41.8%	28.4%	14.9%	8.2%	4.3%	2.4%
Q14E. I would purchase more food with fewer calories at restaurants if there were more options available.	43.8%	28.8%	13.5%	8.2%	4.8%	1.0%
Q14F. Purchasing and eating locally grown food is important to me.	45.2%	24.5%	19.7%	7.2%	3.4%	0.0%
Q14G. I would purchase locally grown food if it were readily available in my community, from such places as my work, school and place of worship and etc.	50.0%	31.3%	8.7%	4.3%	1.9%	3.8%

Q14. How strongly do you agree with the following statements:

(N=208)

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Q14A. I would purchase more fruits and vegetables at restaurants if there were more options available.	46.8%	30.2%	13.7%	6.8%	2.4%
Q14B. I would purchase more food with less fat/oil at restaurants if there were more options available.	46.8%	29.3%	14.6%	6.3%	2.9%
Q14C. I would purchase more food with less salt at restaurants if there were more options available.	43.8%	28.6%	14.8%	6.9%	5.9%
Q14D. I would purchase more food with less sugar at restaurants if there were more options available.	42.9%	29.1%	15.3%	8.4%	4.4%
Q14E. I would purchase more food with fewer calories at restaurants if there were more options available.	44.2%	29.1%	13.6%	8.3%	4.9%
Q14F. Purchasing and eating locally grown food is important to me.	45.2%	24.5%	19.7%	7.2%	3.4%
Q14G. I would purchase locally grown food if it were readily available in my community, from such places as my work, school and place of worship and etc.	52.0%	32.5%	9.0%	4.5%	2.0%

Q15. What can restaurants do to increase your consumption of fruit and vegetables when eating out?

Q15. What can restaurants do to increase your consumption of fruit and vegetables when eating out?

	Number	Percent
Make fruit/vegetable menu options "equal" in price to other sides	109	52.4 %
Include fruit/vegetables in food preparation to make them more convenient and easy to eat	98	47.1 %
Make fruit/vegetable choices more appealing to eat (more delicious)	102	49.0 %
Add more fruit and vegetable options in place of fries, potatoes or chips	143	68.8 %
Anything else?	24	11.5 %
Total	476	

Q15. What can restaurants do to increase your consumption of fruit and vegetables when eating out? (Anything else?)

Please Specify

I think it is a personal choice

Buy local and make a point to tell people

Just add into the regular price with no up charge

Makes a decision to eat at certain restaurants so we cannot answer the question

Fast food have better options and sit down have smaller portions of protein and more fruits and vegetables

Fresh fruit/vegetables that are fresh, not canned or frozen

Don't know - I'm vegetarian

Veggies and fruits should be fresh

Restaurants should give you as part of the meal the salad and/or fruit BEFORE the meal is served

They need to have a prominent place on the menu

Don't know

Make them available

More vegetarian choices

Maintain the truth about what is in the dishes as far as calories, oils, fats, so people can decide if they still want to eat it.

Most restaurants just try to make what's easiest and most profitable; instead of looking for more nutritional ways to serve the public.

Offer more organic options

More pictures

None

Less preservatives

Lower the price

More organic options

More Variety

None

I don't think restaurants can make someone eat their vegetables; it is an individual choice.

Use fresh fruits/vegies instead of canned/processed/frozen

Q16. How effective are the following measures that are designed to encourage you to eat healthier when eating out?

(N=208)

	Very Effective	Effective	Neutral	Not Effective	Not Effective At All	Don't Know
Q16A. Clearly labeling the nutritional content of menu items with more fruits/vegetables, less fat/oil, less salt, less sugar, fewer calories	41.3%	30.3%	12.0%	7.7%	5.8%	2.9%
Q16B. Providing more food choices with fruit/vegetables, less fat/oil, less salt, less sugar, fewer calories in food premises	47.6%	36.1%	7.2%	5.3%	2.4%	1.4%
Q16C. Offering cash or discount coupons for dishes with fruit/vegetables, less fat/oil, less salt, less sugar fewer calories	41.8%	25.0%	13.5%	9.6%	8.2%	1.9%
Q16D. Advertisements that promote or encourage healthy food in restaurants	32.2%	35.6%	14.9%	10.1%	5.8%	1.4%

Q16. How effective are the following measures that are designed to encourage you to eat healthier when eating out? (excluding "don't know")

(N=208)

	Very Effective	Effective	Neutral	Not Effective	Not Effective At All
Q16A. Clearly labeling the nutritional content of menu items with more fruits/vegetables, less fat/oil, less salt, less sugar, fewer calories	42.6%	31.2%	12.4%	7.9%	5.9%
Q16B. Providing more food choices with fruit/vegetables, less fat/oil, less salt, less sugar, fewer calories in food premises	48.3%	36.6%	7.3%	5.4%	2.4%
Q16C. Offering cash or discount coupons for dishes with fruit/vegetables, less fat/oil, less salt, less sugar fewer calories	42.6%	25.5%	13.7%	9.8%	8.3%
Q16D. Advertisements that promote or encourage healthy food in restaurants	32.7%	36.1%	15.1%	10.2%	5.9%

Q17. Is there anything specifically that would help you eat healthier?

Q17. Is there anything specifically that would help
you eat healthier?

	Number	Percent
Yes	97	46.6 %
No	111	53.4 %
Total	208	100.0 %

Q17a. IF YES: What?

Q17a. If Yes what?

I like it labeled like at Panera Bread
Make it easier to procure healthy, organic fruits & vegetables at an inexpensive price range
Maybe a little more self-control
Convenience & cost of veggies and fruits
Lack of really horrible awful alternatives
More convenient packaged fruits and veggies that can be even packed into lunch boxes
At home I try not to purchase unhealthy choices when I'm shopping
There needs to be fewer bad choices out there
More options
Lower prices on food!
Cheaper prices
Self-control
Availability
Lower cost options for healthy food; more seasonal fruits and vegetables in grocery stores
Coupons in restaurants
The cost
Make them not as expensive
Make it an urgent health issue
Take away the up-charge for fruits and vegetables
Just help maintain healthy weight
Time to prepare and cook meals
Make healthy food more appealing
If healthy foods taste better
More options
Smaller portions
Have better portion controls
Offer more options in restaurants for eating healthy
Need more help to eat and pick out healthier foods

Q17a. IF YES: What?

Q17a. If Yes what?

Healthy foods need to be Appealing and priced right

Hard to find freshness fruits/veggies in restaurants

Smaller portions served in the restaurants, even if prices have to be lowered

Labeling of nutritional content

Make healthier food more available

Maturity

If your doctor told you were going to die

Have more healthier options

More options for healthier sides at restaurants like fresh options

Positive Peer pressure.

Having healthier options as special items

Put fruits and vegetables at the end of aisles, so that your first opportunity you can purchase more fruits and vegetables - like Hy-Vee and Wal-Mart grocery stores

Eat more grass feed beef

Have nutritional value in menus and explaining what each ingredient means

Make more convenient, such as pre-packaged fruit cups.

Cost of the healthier foods

Prices and more options and still taste good

Make fresh food cheaper

More education on healthy eating

Convenience

Routine work schedules

The cost

Make healthy food more available in restaurants.

Be more interested in preparing and cooking for myself

Lower cost of healthier foods if possible

Convenience

Personal Chef

Q17a. IF YES: What?

Q17a. If Yes what?

More time for meals

More organic restaurants

A cook

Make choices readily available.

Make healthier foods less expensive

Having better choices, or having smaller portions of food.

More healthier snack options

Have more healthier choices available

Having places with more options with healthy choices

Lower produce prices.

Time

More information

If restaurants where healthier I would eat out more and not come home

I would like to know what is in my food

Have restaurants post and serve healthier options

More available

Provide residents nutrients or dietician to help you make healthier choices

The options at a good price

Cost of healthier foods

Don't charge for the different sides

Availability of comparably priced healthier food options in both fast food and sit-down restaurants

I like to have the calorie count and fat grams on menus in restaurants.

Don't Know

If the fruit was more appealing

More options

Prices

If it was easier to get healthier food, especially when eating out close to home, there are no healthy choices.

More locally grown food and also organic.

Q17a. IF YES: What?

Q17a. If Yes what?

More availability of restaurants and grocery stores with lots of healthy options and better labeling

We make an effort to eat well

Threat from the doctor

Making it easier of eating the raw fruits and vegetables

Make it cheaper to eat healthy

Smaller portions

Focus on the ingredient preparation and reveal that information. Help dieters.

lower salt in items

have more options for healthier foods and make them less expensive

Cheaper healthy food.

Personal Chef

If restaurants provided more fresh fruits and vegetables.

Label the menus in restaurants with the calorie count and fat content for the items ordered on the menus.

Easy, convenient & fast

Q17b. IF NO: Why?

Q17B. IF NO: Why?

I just don't know what to say

Because I'm going to eat what I want

Already eat healthy.

If I go out to eat, it means I want to treat myself to something good.

Rarely eat out and already eat healthy

Already eat healthy

Because I already eat healthy!

I already eat healthy

I already do eat healthy

It is up to the person to decide to eat healthy

I sell herbalife

I have to accommodate children

If restaurants would stop advertising just the unhealthy food and blend healthier foods together

Eat healthy

Already eat healthy.

Already eat health

Having more choices, is a picky eater.

I just need to think about my choices more and be impulsive

Eat healthy already

Eat healthy already

Pretty set in my ways

I already eat healthy, somewhat

Diabetic: has to monitor food intake

Make healthy choices.

Already do... but could eat more.

Already eat healthy.

No reason

None

Q17b. IF NO: Why?

Q17B. IF NO: Why?

Already eat very healthy.

Personal choice.

No reason

Habit to eat this way

I just don't think it is needed

I feel like I eat well enough

Don't know

Not sure

On a healthy diet

It's just a matter of choice

Not sure I try to eat well

Already eat healthy

We already eat healthy, happy already

It is a matter of choice

Already healthy

Already do

Eat healthy

Already try to eat healthy

I try to eat healthy

Nothing that we have not covered

Already eat healthy

Very well educated about food choices and effects of health

Already do eat healthy

Already healthy

Don't know

Don't know

Already have healthy eating

It's just a matter of choice

Q17b. IF NO: Why?

Q17B. IF NO: Why?

Don't know

I need to make more of an effort

It's a personal choice.

Don't know right now

I am a senior

Already eat healthy, personal choice.

We eat healthy

It is very expensive to eat healthy

Already eat pretty healthy, and high price of healthy food.

already eat healthy

Eat pretty healthy already

Already healthier

Can't think of anything

Can't think of anything

Already on a diet

I'm already doing good with my fruits and vegetables.

I eat right already

make own choices

I eat healthy

No, because I already do

No I just choose to

Already eat healthy

She already does

We already eat very healthy

I just eat whatever I want

Fairly well informed about what to eat

Just don't eat much

Always healthy

Q17b. IF NO: Why?

Q17B. IF NO: Why?

Don't have the desire to change it

No

Eat healthy food already

Do not care about healthy food

Do not have a weight problem

Eat a diverse diet now.

Nothing

I feel like your health is a state of mind...doesn't matter what you eat

Because I already eat healthy.

Don't know

Marketing does not reach my family as much.

Nothing other than was in this study

Already eat a variety of fruit and vegetables.

Eat what's available

Already eat healthy.

already eat healthier

Q18. Is there anything we can do to help you eat healthier?

Q18. Is there anything we can do to help you eat healthier?

	Number	Percent
Yes	52	25.0 %
No	156	75.0 %
Total	208	100.0 %

Q18a. IF YES: What?

Q18A. IF YES: What?

Encourage schools to have healthier options for children's lunches and more easily accessible.

Labeling caloric content on menu items in the restaurant would be helpful

Lowering the cost for average family to be able to afford vegies & fruits; also, making it more predominant in the schools for having fruits and vegetables on the

Menu; even though we are earning a good income, we find it expensive to purchase fresh fruits & vegetables to eat on a daily basis.

Bring out healthier things beforehand you might fill up and eat healthier

Encourage more community gardens-better access to fruits and vegetables for the community

Food preparation at schools--encourage kids to eat healthier by serving healthy choices at school.

Don't know

Make it known to people what happens when they eat crap

Make the food cheaper!

We need more kid meal choices

Lower food prices!

Offer more healthy choices at cheaper prices

More availability of healthy choices

More information

Advertising the benefits more of eating healthy

I just start educating the kids in school at earlier age get kids excited about eating healthier foods

Taking full advantage of public service announcements or advertisements so it can get out to people.

Have community cooking classes on how to cook healthier

Try to put locally grown food into more grocery stores - support local farmers

Educate people who are low income (such as WIC) to eat healthier and make healthier food choices

Band of sweets

I will try anything

Make fresh fruits and vegetables more readily available for people on low or fixed incomes

More public education, especially visual, so that the public can be more aware of what they are eating & portion control knowledge.

Educate, other people.

Announce to eat locally own food. marketing

More labeling on menu items

Q18a. IF YES: What?

Q18A. IF YES: What?

Encourage fast food restaurants to offer healthy foods

Provide more positive promotion for school lunches to show healthy content

Over-priced healthy food

Keep the cost lower

Have a registered dietician

More education in the schools.

Give out more knowledge of healthy eating foods

Make awareness of a good portion of food

Schools

If you had an online meat planer

Available transportation to do shopping

Don't make junk food so readily available

Public education on choices available and where available

Put more information on menu items

Have more options

More public awareness that it is extremely important to eat healthier. I'm looking into a program that I heard about that serves seniors healthy meals

Inexpensively

At Hy-Vee but the information is not readily available.

Go to work on the school lunches--the kids think they taste bad and they're unhealthy

Fruits and vegetables need to be more inexpensive for public to be able to purchase---too expensive right now

More options

CSA options need to be more flexible with delivery schedules and quantities. More grocery stores near my house with these kinds of food.

More public awareness of places to go to eat healthier choices

More education

Make fast food restaurants have healthier options

Making Restaurants tell me what the calories are in each dish

Q19. Do you have any other comments about the topics discussed on this survey?

Do you have any other comments about the

My family is not overweight and we do not count calories, but we strive to eat healthy because that's what we like; we eat everything in moderation but don't necessarily stay away from salt and sugars; also no fast food and an active lifestyle.

Clearly a high amount of rational behavior going on. approaching it on a rational way is not going to do it

I think it's good to talk about it, but it's also good to let the restaurants make their own choices on what to serve.

Rarely eat out and already eat healthy

Just keep making more phone calls

I think when you eat right you maintain healthy weight and body and get healthy check-ups

To get people to eat healthy will take education, and make the choices available and appealing

I feel that people don't eat as healthy due to the high cost of food need more low sodium options. I require that due to a health condition and low sodium

The items are too limited

I do appreciate that they are focusing on that and what they can do for the children to make sure children have better food choices

People need to eat smaller portions - restaurants need to make portions smaller

Just educate the public more and start in schools.

Less government involvement in people's food choices

Educate people at schools and younger parents.

Everyone needs to make healthier food choices; need more choices presented; but Johnson county health department shouldn't get involved by restricting

Choices, but should encourage healthy eating.

Have a website that shows information on the cleanliness of the places you eat

Keep trying to educate kids

They should tax sugar

Any building that exceeds 75-100 people that does not have a cafeteria then the vending machines should include healthy choices for meals and less unhealthy items

At restaurants don't make healthy food unhealthy by adding bread or sauces

Choice!

Have more healthy recipes

Make sure information about recalls is communicated quickly

Need to have cheaper healthy choices especially for the lower income people, and how to prepare the healthy food the right way.

against the ban of trans fat

Already do it

More healthier foods at restaurants

Q19. Do you have any other comments about the topics discussed on this survey?

Do you have any other comments about the

Make sure this doesn't get government involved on restricting what you can and cannot have, I don't want to become like New York with the size of the soft drink thing.

Nice to have farmer markets but this year there were too few in Olathe; Overland Park has better number of vendors. Need to look into cost for vendors in Olathe and doing other things to draw people in, like with live music.

I haven't answered a survey in about 10 years, but I think that this is a very important issue, especially as the population is getting bigger (weight-wise)

More educational materials that are available to parents and children.

Have more healthier choices available

This survey was enlightening to me as to what I should be eating and not eating.

Have a normal size portion of food.

I don't know what the health department could do; maybe more labeling in the restaurants, which is also helpful for people allergic to certain things.

Keep eating healthy?

Do not care about healthy food

Make more options available

Already working on a diet

People have to make good choices

I do think by and large we have plenty of options to us

Make the cost of fruit and vegetables more reasonable and easier to get. Extend the healthy eating options from the kids to adults now.

Everybody makes choices, restaurants can only do so much...I would like to see local fruits and vegetables locally grown for purchase.

Food to be labeled more clearly in restaurants. Heart-healthy .e.g., calorie counts, levels of salt and sugar that are ingredients. Disclosure of healthy contents.

I would eat out more often if food was healthy.

Make sure it's available at schools and have people that know how to cook.

I like the effort to remind people to eat healthy.

Already eat healthy

Government assisted programs, that feed underserved, should promote the purchasing of FRESH fruits and vegetables, since canned/processed fruits & vegetables have no vitamin value; they could even take steps to make it mandatory that ONLY fresh vegetables/fruits are purchased with government vouchers/monies.

Q20. What is your gender?

<u>Q20. Gender:</u>	<u>Number</u>	<u>Percent</u>
Male	96	46.2 %
Female	112	53.8 %
Total	208	100.0 %

Q21. Which of the following ranges best describes your age?

<u>Q21. Which of the following ranges best describes your age?</u>	<u>Number</u>	<u>Percent</u>
18-24 years	11	5.3 %
25-34 years	37	17.8 %
35-44 years	28	13.5 %
45-54 years	59	28.4 %
55-64 years	45	21.6 %
65-74 years	18	8.7 %
75+ years	10	4.8 %
Total	208	100.0 %

Q22. How many people live in your household in each of the following age ranges:

	Mean	Sum
number	3.2	655
Q22 Under age 5	0.3	57
Ages 5-9	0.3	54
Ages 10-14	0.2	44
Ages 15-19	0.2	45
Ages 20-24	0.3	52
Ages 25-34	0.4	77
Ages 35-44	0.3	68
Ages 45-54	0.5	110
Ages 55-64	0.5	97
Ages 65-74	0.2	34
Ages 75+	0.1	17

Q23. Which of the following best describes your total annual household income?

Q23. Which of the following best describes your total annual household income?

	Number	Percent
Less than \$10,000	6	2.9 %
\$10,000 - \$24,999	11	5.3 %
\$25,000 - \$49,999	21	10.1 %
\$50,000 - \$74,999	33	15.9 %
\$75,000 - \$99,999	32	15.4 %
\$100,000 or more	71	34.1 %
Refused	34	16.3 %
Total	208	100.0 %

Q24. Which of the following best describes your education:

Q24. Which of the following best describes your education	Number	Percent
Less than high school	0	0.0 %
Some high school, but no diploma	1	0.5 %
High school diploma or equivalent	14	6.7 %
Some college but no degree	35	16.8 %
Associates degree	15	7.2 %
Bachelor's degree	81	38.9 %
Graduate/professional degree (MBA, PhD, etc.)	60	28.8 %
Not provided	2	1.0 %
Total	208	100.0 %

Q25. Which of the following best describes your employment status:

Q25. Which of the following best describes your employment status:	Number	Percent
Employed full time	114	54.8 %
Employed part time	30	14.4 %
Not currently employed but seeking work	9	4.3 %
Not currently employed and not seeking work	23	11.1 %
Retired	32	15.4 %
Total	208	100.0 %

Q26. Can we contact you again in our efforts to find ways to improve access to healthy foods in Johnson County?

Q26. Can we contact you again in our efforts to find ways to improve access to healthy foods in Johnson County?

	Number	Percent
Yes	137	65.9 %
No	71	34.1 %
Total	208	100.0 %

City of Respondents' Home Address

City:	Number	Percent
Olathe	53	25.5 %
Leawood	15	7.2 %
Overland Park	60	28.8 %
Shawnee	26	12.5 %
Prairie Village	3	1.4 %
Gardner	8	3.8 %
Lenexa	17	8.2 %
Roeland Park	3	1.4 %
Prairie Village	5	2.4 %
Spring Hill	4	1.9 %
Mission	9	4.3 %
Desoto	2	1.0 %
Stilwell	2	1.0 %
Lake Quivira	1	0.5 %
Total	208	100.0 %

Section 3:
Survey Instrument

2012 Johnson County Healthy Food Resident Survey

Interviewer: _____ Date: _____ Phone: _____

This is _____. I'm calling from ETC Institute on behalf of the Johnson County Department of Health and Environment. The reason you are being called is that the Department and its partners would like to examine behaviors, perceptions and attitudes concerning access to healthy foods among residents in Johnson County. For the purposes of this survey, healthy foods refers to foods full of nutrients and fresh fruits and vegetables. May I have a just a few minutes of your time to ask a few questions? (If asked: the survey takes about 15 minutes)

SECTION 1: CONSUMPTION BEHAVIOR

1. On average, how many days per week do you typically eat the following: (circle ONE answer per line)	None	1 Day	2 Days	3 Days	4 Days	5 Days	6 Days	7 Days
A. Fruit (not including fruit juice)	0	1	2	3	4	5	6	7
B. Vegetables (not including vegetable juice)	0	1	2	3	4	5	6	7
C. High fat food (e.g. deep-fried food, fatty meat, baked goods)	0	1	2	3	4	5	6	7
D. High salt food (e.g. preserved meat/vegetables, processed foods)	0	1	2	3	4	5	6	7
E. High sugar food (e.g. soft drinks, dessert, candy)	0	1	2	3	4	5	6	7
F. Food high in calories	0	1	2	3	4	5	6	7

2. On average, how many servings of fruit do you eat on a typical day [one serving of fruit equals 1 apple or orange, 1 small banana, or 1/2 cup of grapes or strawberries]? (circle ONE answer to the right)	None	Less than 1 Serving	1 Serving	2 Servings	3 Servings	4 or More Servings	Don't Remember	Don't Know
3. On average, how many servings of vegetables do you eat on a typical day [one serving of vegetables equals 1 cup of raw leafy vegetables or 1/2 cup of cooked vegetables]? (circle ONE answer to the right)	None	Less than 1 Serving	1 Serving	2 Servings	3 Servings	4 or More Servings	Don't Remember	Don't Know

4. Which of the following are major reasons you do not eat more fruit and vegetables than you currently do? (check ALL the items that apply)

- (01) They are not delicious or I dislike them
- (02) I do not like fruits or I dislike to eat them
- (03) I do not like vegetables or I dislike to eat them
- (04) Fruits and vegetables are not commonly available where I shop
- (05) Fruits and vegetables are rarely served when eating out
- (06) Too busy to buy fruits and vegetables
- (07) Too busy to eat fruits and vegetables
- (08) When eating at home I do not have enough time to prepare fruits and vegetables
- (09) Fruits and vegetables are too expensive
- (10) Inconvenient to eat due to lack of easy, convenient, "on-the-go" packaging/preparation options
- (11) I buy fruit/vegetables but then they spoil before my household can eat them
- (12) No reason, I just don't eat them
- (13) Other reason: _____
- (14) Eat them everyday

SECTION 3: EATING OUT

10. How often do you do the following:	6-7 Times A Week	4-5 Times A Week	3-2 Times A Week	Once A Week	Once Every Two Weeks	Once A Month	Once Every Few Months	Once A Year	Never
A. Eat out for breakfast	1	2	3	4	5	6	7	8	9
B. Eat out for lunch	1	2	3	4	5	6	7	8	9
C. Eat out for dinner	1	2	3	4	5	6	7	8	9
D. Eat at a family recreation event (child sports or school event)	1	2	3	4	5	6	7	8	9
E. Eat at a professional sporting event	1	2	3	4	5	6	7	8	9
F. Eat at a movie or other entertainment venue	1	2	3	4	5	6	7	8	9
G. Eat food purchased at your worksite	1	2	3	4	5	6	7	8	9

11. Please answer the following:	Always	Frequently	Sometimes	Rarely	Never	Not Applicable
A. If healthier options were offered at concession stands at recreational events, how often would you purchase the healthier choice?	5	4	3	2	1	9
B. If healthier options were offered at your workplace, how often would you purchase the healthier choice?	5	4	3	2	1	9
C. If healthier options were offered in vending machines would you purchase them?	5	4	3	2	1	9
D. How often do you purchase or request food with more fruit or vegetables when eating out?	5	4	3	2	1	9
E. How often do you purchase or request food with less fat or oil when eating out?	5	4	3	2	1	9
F. How often do you purchase or request food with less salt when eating out?	5	4	3	2	1	9
G. How often do you purchase or request food with less sugar when eating out?	5	4	3	2	1	9
H. How often do you purchase or request food with fewer calories when eating out?	5	4	3	2	1	9

SECTION 4: PROMOTING HEALTHY EATING WHEN EATING OUTSIDE THE HOME

12. Please answer the following questions related to your perception of the following foods that you order at <u>SIT-DOWN RESTAURANTS</u> :	High Amount	Medium Amount	Low Amount	Not Sure
A. How much <u>fruits/vegetables</u> do you think is in the food you order at <u>sit-down restaurants</u> ?	3	2	1	9
B. How much <u>fat/oil</u> do you think is in the food you order at <u>sit-down restaurants</u> ?	3	2	1	9
C. How much <u>salt</u> do you think is in the food you order at <u>sit-down restaurants</u> ?	3	2	1	9
D. How much <u>sugar</u> do you think is in the food you order at <u>sit-down restaurants</u> ?	3	2	1	9
E. How many <u>calories</u> do you think are in the food you order at <u>sit-down restaurants</u> ?	3	2	1	9

13. Please answer the following questions related to your perception of the following foods that you order at <u>FAST FOOD RESTAURANTS</u> :	High Amount	Medium Amount	Low Amount	Not Sure
A. How much <u>fruits/vegetables</u> do you think is in the food you order at <u>fast food restaurants</u> ?	3	2	1	9
B. How much <u>fat/oil</u> do you think is in the food you order at <u>fast food restaurants</u> ?	3	2	1	9
C. How much <u>salt</u> do you think is in the food you order at <u>fast food restaurants</u> ?	3	2	1	9
D. How much <u>sugar</u> do you think is in the food you order at <u>fast food restaurants</u> ?	3	2	1	9
E. How many <u>calories</u> do you think are in the food you order at <u>fast food restaurants</u> ?	3	2	1	9

14. How strongly do you agree with the following statements: (circle one answer on each line)	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Don't Know
A. I would purchase more fruits and vegetables at restaurants if there were more options available.	5	4	3	2	1	9
B. I would purchase more food with less fat/oil at restaurants if there were more options available.	5	4	3	2	1	9
C. I would purchase more food with less salt at restaurants if there were more options available.	5	4	3	2	1	9
D. I would purchase more food with less sugar at restaurants if there were more options available.	5	4	3	2	1	9
E. I would purchase more food with fewer calories at restaurants if there were more options available.	5	4	3	2	1	9
F. Purchasing and eating locally grown food is important to me.	5	4	3	2	1	9
G. I would purchase locally grown food if it were readily available in my community, from such places as my work, school and place of worship and etc.	5	4	3	2	1	9

15. What can restaurants do to increase your consumption of fruit and vegetables when eating out? (select ALL the items that apply)

- ___(1) Make fruit/vegetable menu options "equal" in price to other sides
- ___(2) Include fruit/vegetables in food preparation to make them more convenient and easy to eat (included in pastas, salad, sandwiches)
- ___(3) Make fruit/vegetable choices more appealing to eat (more delicious)
- ___(4) Add more fruit and vegetable options in place of fries, potatoes or chips
- ___(5) Anything else? Please specify: _____

16. How effective are the following measures that are designed to encourage you to eat healthier when eating out? (circle ONE answer on each line)	Very Effective	Effective	Neutral	Not Effective	Not Effective At All	Don't Know
A. Clearly labeling the nutritional content of menu items with more fruits/vegetables, less fat/oil, less salt, less sugar, fewer calories	5	4	3	2	1	9
B. Providing more food choices with fruit/vegetables, less fat/oil, less salt, less sugar, fewer calories in food premises	5	4	3	2	1	9
C. Offering cash or discount coupons for dishes with fruit/vegetables, less fat/oil, less salt, less sugar fewer calories	5	4	3	2	1	9
D. Advertisements that promote or encourage healthy food in restaurants	5	4	3	2	1	9

17. Is there anything specifically that would help you eat healthier? ___(1) Yes - Answer Q17a ___(2) No - Answer Q17b

17a. IF YES: What?

17b. IF NO: Why?

18. Is there anything we can do to help you eat healthier? ___(1) Yes -Answer Q18a ___(2) No-Answer Q19

18a. IF YES: What?

19. Do you have any other comments about the topics discussed on this survey?
