

Fill out our survey, and win a \$500 Target gift card!

Please note that this is for a research project only. *We will NEVER add you to any ongoing mailing list.* You may receive one call or email to finalize your entry into the contest.

First Name:

Phone Number: - -

Email:

Thank you for answering honestly! ☺

1. What is your sex?

Female Male Other

2. What is your age?

13 to 17 18 to 22
 23 to 29 30 or above

3. In a typical week.... (circle the correct answer)

How many of your meals include beef or pork?
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

How many of your meals include chicken or turkey?
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

How many of your meals include fish?
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

How many of your meals include eggs?
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

Please STOP here and look through the booklet under this sheet (if one is there). You can spend as much - or as little - time looking at the booklet as you want. Feel free to spend 10 seconds or 10 minutes, it's no hurry, so take your time. After you're done looking at the booklet, turn this sheet of paper over and answer the questions on the back.

--- STOP & READ BOOKLET ---

When you are done looking at the booklet, please answer the following questions.

4. If you looked through a booklet just now, what letter is shown on the lower left corner of the front cover?

G H I J K L M N
 I Did Not Get A Booklet

5. In the past, have you ever received a booklet that encouraged you to change what you eat?

Yes No

Thank you for answering honestly! ☺

6. Picture yourself a couple months in the future. In a typical week... (circle the correct answer)

How many of your meals do you think will include beef or pork?

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

How many of your meals do you think will include chicken or turkey?

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

How many of your meals do you think will include fish?

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

How many of your meals do you think will include eggs?

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15+

7. If you received a booklet just now, and it made you want to change your diet, what one or two things in the booklet made you want to change?

THE END - THANK YOU!