

South Dakota Consumer Research Report

Consumer Poll Highlights & Analysis
Regarding Fruit & Vegetables



Prepared for Healthy SD, South Dakota Department of Health
by Hot Pink Ink, Rapid City, SD in association with
Severson & Associates & RBI Strategies & Research

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WARNING NOTICE

This survey includes only those families who have at least one child or grandchild under the age of 18 living in the home. The objective was to concentrate the focus on those raising the newest generations of South Dakotans who also have ability to make the most significant impact on overall healthy eating habits. Therefore the survey excludes about 70% of South Dakota households and many seniors. We interviewed the person in the home mainly responsible for buying food and preparing meals, so 80% of the respondents were women.

INTRODUCTION

The survey was conducted in two parts. A sample of the entire population of those with children under age 18 in the home was conducted December 16-22, 2011, and 400 interviews were completed.

A follow-up sample to interview 53 additional households with incomes under \$25,000 per year was conducted January 29-31, 2012. The margin of error is plus or minus 4.59% for the statewide sample of 456 respondents and just over 10% for the low-income subsample when that subsample is shown separately in the report documents.

When results are shown for the entire sample, only the original low-income respondents from the December calls are included. The additional January calls are not included, so as to prevent an oversampling of low-income families from skewing the overall scores.

CONSUMPTION HABITS

In a typical day, 59% of families consume less than 4 cups of fruits and vegetables per person.

Perhaps more telling is that in the 24 hours prior to the survey, 19% ate no fruits, 19% ate no vegetables, 29% had only one serving of fruit, and 29% had only one serving of vegetables (not counting corn and potatoes, juice, or snacks. In the previous 24 hours, 36% had no fruit or vegetable snack).

People who have diet-related health problems seem to be making a slightly better effort to eat enough fruits and vegetables when compared to the overall sample.

- While 41% of the entire sample is eating enough fruits and vegetables daily, among the 6% who have heart problems, 48% eat enough or more than enough fruits and vegetables.
- Among the 18% who have high blood pressure, 53% eat enough or more than enough.
- Among the 12% who have diabetes, 59% get enough or more than enough fruits and vegetables.
- Among the 10% who describe themselves as very overweight, 45% eat enough or more than enough.

Said the other way, something on the order of half of diet-related disease victims or overweight people are not eating enough fruits and vegetables daily.

The younger they are, the greater the chance that they're not eating enough fruits and veggies.

The amount of education one has received does not predict a person's chances of eating correctly.

Perhaps contrary to expectations, lower income families are more likely to get enough fruits and vegetables daily than are high income families. Low income families reported consuming 4.83 cups per day, compared to 4.1 cups for the overall sample. 48% of those with incomes under \$25,000 had enough daily servings, while only 34% of those with incomes over \$100,000 did. We suggest caution when using strategies that focus primarily on low income consumers as it may miss too many South Dakotans who are not eating as well as they could be.

KNOWLEDGE GAPS

Generally speaking, people understand the importance of eating enough fruits and vegetables. They understand its connection to certain diseases and obesity.

However, they are less knowledgeable about how many fruits and vegetables they should be eating every day. 36% of the entire sample said that one or two fruits per day would be sufficient, and 28% said one or two vegetables would be enough. So, roughly speaking, one third has the number too low while two-thirds has it right or too high. Among the poor, an additional 10% guessed low.

There's an interesting relationship between knowing the correct amount and eating it. Among that rough third of the respondents who think they need only one daily cup of fruit and one cup of vegetables, 66%

did not eat enough fruit and 71% did not get enough vegetables. Meanwhile, in the group that said a person needs 4 or 5 cups per day, about half are eating the correct amount – still not enough but quite a bit better.

This confirms that merely teaching everyone the right numbers will not solve the problem. Some education about the correct daily amount is definitely required, but that alone is not enough.

LOW INCOME FAMILIES DIFFER IN SOME WAYS

Confirming what we saw in the focus groups, low income families (\$25,000 /yr or less) report consuming *as much or slightly more* than the statewide average intake of fruits and vegetables. Perhaps part of the reason for this is that low income families more likely to eat dinner at home seven days a week, and they eat fewer restaurant/fast food/drive-through meals per week.

As compared to the overall sample, low income households:

- Are a bit more likely to shop for groceries every two weeks rather than weekly.
- Tend to be farther from stores that offer a good selection of fresh fruits and vegetables.
- Are twice as likely to describe the selection of fresh fruits and vegetables at their stores as “just OK” or “not so good.”
- Spend less on groceries (38% of the entire sample spent \$100 or less per week compared to 53% of low income families).
- Are slightly less likely to use grocery coupons.
- Are more likely to say that canned fruits and vegetables are as healthy as fresh produce.
- Are half as likely to say they can afford as many fruits and vegetables as they like.
- Are much more likely to cite expense as the main reason they don’t serve more fruits and vegetables.
- Serve breakfast at home fewer days per week.
- Are much more likely to have dinner at home 7 days per week (81% do).
- Are less likely to know the correct number of cups they are supposed to consume per day, but not drastically so (about a 10% difference).
- Are every bit as knowledgeable as the overall population when it comes to understanding the connection between fruit and vegetable consumption and obesity, heart disease, and diabetes.
- Are somewhat more likely to have heart disease and noticeably more likely to have high blood pressure, diabetes, and weight problems.
- Are virtually identical to the overall population in terms of their media choices, except for being less likely to have Cable TV and Internet use.
- Are far less likely to be employed full time and are less well educated.
- Are more likely to be rural, younger, and more often Native American.

The incidence of disease is higher among low-income people for every health problem tested in the survey. "High blood pressure" has the most striking comparison between the two groups with 31% of low-income people and 18% of all respondents who are afflicted with this health condition. See comparisons below:

	All Respondents	Low Income
Heart disease or heart problems	6%	13%
High blood pressure	18%	31%
Strokes	–	1%
Diabetes	12%	23%
Very overweight	10%	15%
Somewhat overweight	30%	38%
Slightly overweight	40%	41%

No one from the "all respondents" group and only 1% from the low-income group reported having had a stroke. This probably is explained by the fact that merely 1% of the respondents are over the age of 65.

Since disease is more of a problem among low-income people, it might be thought that their fruit and vegetable consumption is lower than that of South Dakota's population as a whole. However, the average number of cups of fruit and vegetables consumed per day at meals is higher for the low income folks in three out of four categories.

See how they compare below (consumption in the past 24 hours):

	All Respondents	Low Income
Average cups of fruit	1.71	1.79
Average cups of fruit juice	0.65	1.18
Average cups of vegetables	1.59	1.47
Average cups of vegetable juice	0.15	0.39

Totaled up, the low-income folks have an average daily consumption of 4.83 cups of fruits and vegetables combined while "all respondents" come in at 4.1 cups per day. It would be hard to conclude from this data that the low-income group's health problems are solely or primarily attributable to the difference in their consumption of fruits and vegetables.

We also note that low income people are statistically identical to the overall sample when it comes to avoiding high fructose corn syrup: half do, half do not.

NO SINGLE FIX

Having watched thousands of hours of television in which all problems are neatly resolved in 60 minutes, there is sometimes a tendency to hope that there will be a single, convenient answer that solves everything.

Dietary choices result from a complex blend of tradition, habit, budget, convenience, economics, personality, knowledge or lack of it, the influence of advertising, food industry competition, local availability, and more. There is no silver bullet, no one magic fix. A combination of approaches sustained over time will be required to make a dent.

OBSTACLES

The poll offered ten different reasons for why people don't serve more fruits and vegetables at home and asked people to rate whether they had a lot of impact, some impact, or no impact. Those ten explanations were derived from the focus groups.

If you rank order those reasons by examining the scores for "a lot" of impact with "some impact," for the survey group as a whole, you get the following list in rank order:

1. There aren't as many coupons for fruits and vegetables compared to other kinds of foods. (37% a lot, 24% some)
2. I serve them, it's just hard to do as much as I'd like. (19% a lot, 48% some)
3. I buy them, but too often they go to waste. (13% a lot, 49% some)
4. I'd serve them more often if I knew more ways to cook them. (14% a lot, 3% some)
5. Not enough time. (12% a lot, 38% some)

Among low income families, expense becomes a more powerful influence:

1. There aren't as many coupons for fruits and vegetables compared to other kinds of foods. (40% a lot, 22% some)
2. Fruits and vegetables are just too expensive. (17% a lot, 44% some)
3. I serve them, it's just hard to do as much as I'd like. (19% a lot, 39% some)
4. I buy them, but too often they go to waste. (11% a lot, 39% some)
5. I'd serve them more often if I knew more ways to cook them. (17% a lot, 26% some)

For both groups, a lack of coupons appears as the first obstacle and by some distance if you look at the "a lot" scores.

Both groups report that they buy fruits and vegetables but they often go to waste. In the focus groups, that seemed to be the case more often with vegetables than with fruits. To infer, it may be that families consider "fruit and vegetable waste" to add to the expense of serving fruits and vegetables. On the whole, people are closer to getting enough fruits daily than vegetables.

Both the overall sample and the low-income group also report that they'd serve more fruits and vegetables if they knew more ways to cook them. Taken together, these findings suggest a three-prong strategy:

1. Offer more coupons for fruits and vegetables.
2. Offer encouragement and recipes for using frozen and canned vegetables that are readily available and affordable. Add recipes for fresh produce to the mix when ingredients are widely available and on sale.
3. Give people ideas and recipes that provide "more ways to cook them," including tips for saving time and money in the kitchen. Emphasis on vegetables.

Key point: time saving and convenience are of paramount importance if we want people to follow the advice.

Low-income people don't cite time limitations as one of their top obstacles nearly as often as the group as a whole, but the time limitation jumped to the top of the list when we asked the entire sample to name the single most important reason, with 19% naming it. Among low income, by far the largest reason was "too expensive," cited by 33%.

When it comes to promoting fresh fruits and vegetables over canned or frozen, there are some tradeoffs to consider. People do not believe canned is as healthy as fresh and they prefer the taste of fresh to canned. On the other hand, any program design must be mindful that there are variations in the fresh produce selections available locally which may make it difficult to match recipes and coupons with available fresh produce stocks if you are promoting recipes through a one-size-fits-all statewide direct mail effort – it would not be prudent to send people into the stores with a coupon or recipe for products that are unavailable locally.

Thus, we suggest that efforts to coupon or offer recipes on fresh produce should be handled locally, matched to what is available locally and/or is on sale locally, while centralized statewide efforts focus on the distribution of incentives and recipes for frozen and canned products which are likely to be available at any given time or location. Recipes for canned fruits and vegetables will have to offer a strong flavor appeal to overcome the bias that they don't taste as good.

All must be simple, quick, and convenient and must rely on ingredients that are affordable and universally available.

SOLUTIONS

The poll offered a dozen different ideas for encouraging the serving of more fruits and vegetables (based on focus group discussions). Remember that the only people interviewed were those who had children under the age of 18 living in the home, meaning, parents of school-age children. People were asked to rate the impact each suggestion would have on a scale of 1 to 10.

In such polls, we typically look first at the 9s and 10s to see what will move people the most. Using that technique, two suggestions topped the list for both the overall sample and the low-income group:

- Sending kids home from school with a recipe for fruits and vegetables that included a coupon.
- More coupons for making fruits and vegetables affordable.

They were in the above order for the overall sample and reversed for the low-income sample.

Among the overall sample, the suggestions fell into the following order:

Rank	Possible Solutions for all families	9 rating	10 rating
1	Kids bring home recipe for f&v that includes coupon	13%	26%
2	More coupons to make f&v affordable	9%	29%
3	More time to prepare meals	8%	21%
4	Just knowing f&v reduces incidence of diseases	6%	22%
5	Kids bring home recipe for serving f&v from school	8%	17%
6	Getting a coupon for serving fruit with a recipe	6%	17%
7	Getting a coupon for serving veggies with a recipe	6%	16%
8	Better selection of f&v in area	5%	15%
9	A website with recipe ideas using f&v	5%	15%
10	A free seminar showing ways to prepare f&v economically	6%	13%
11	Knowing that canned f&v are just as healthy as fresh/frozen	6%	10%
12	Serving more f&v as juices	4%	10%

We can't give them more time to prepare meals but we can give them ideas that require just minutes of prep time.

Among the low-income group, the suggestions fell into this order:

Rank	Possible Solutions for low income South Dakotans	9 rating	10 rating
1	More coupons to make f&v affordable	7%	41%
2	Kids bring home recipe for f&v that includes coupon	9%	38%
3	Kids bring home recipe for serving f&v from school	5%	31%
4	Getting a coupon for serving fruit with a recipe	8%	26%
5	Just knowing f&v reduces incidence of diseases	5%	28%
6	Getting a coupon for serving veggies with a recipe	8%	25%
7	Better selection of f&v in area	6%	24%
8	A website with recipe ideas using f&v	5%	24%
9	A free seminar showing ways to prepare f&v economically	7%	22%
10	Serving more f&v as juices	6%	18%
11	More time to prepare meals	3%	18%
12	Knowing that canned f&v are just as healthy as fresh/frozen	6%	13%

As noted earlier, people generally understand the links between nutrition and health. Reminding them of that link as a motivator will thus work well, since it plays to a notion with which they already agree. What they DO need educating on is how many servings they should be getting daily.

One idea to consider: put tips & recipes on Facebook. 38% of all respondents and even more low income respondents (61%) use Facebook often.

GROCERS

We recommend a brainstorming session with grocers to discuss ideas such as a coupon program, in-store displays with coupons and recipes and health messages, in-store signage and displays calling attention to locally grown and South Dakota grown produce (very popular with survey respondents), and co-op advertising that features quick, convenient, healthful, and AFFORDABLE recipes. These efforts should include compiling a list of fresh, frozen, and canned fruits and vegetables which are likely to be available nearly everywhere, adjusted to match seasonally-available offerings and savings.

Another idea to consider would be having weekly printed handouts at the fresh, frozen, and canned food sections. The handouts might contain 2 or 3 recipes for products in that section of the store and, optionally, a store price or coupon for their use.

Still another idea to try would be to have a display table in the store which has recipe flyers for items that are on sale this week, as well as all of the ingredients required, so that a shopper can grab everything needed in one quick stop.

Perhaps you could have television ads running on cable and posted on the Internet which demonstrate delicious, easy to prepare recipes featuring items that are in season, widely available, and inexpensive this month. This could be augmented with in-store signage and other branding efforts to build repeat awareness.

Given the complexity of the challenge, it might be wise to do a pilot test program with a good cross-section of grocery stores to find out what is workable for them, effective with consumers, and sustainable.

RESTAURANTS

No strategy is likely to be fully effective if it does not include an effort to encourage more fruit and vegetable consumption when families dine out, eat fast food, or pick up a drive-thru meal. Two thirds of the households, including half of the poor, eat out for one or two meals per week, and 15% of the families eat out for three or more meals per week. Only one in five include fruits and vegetables (other than potatoes) in those meals all or most of the time.

One approach might be to hold brainstorming sessions with restaurant owners to share these findings and solicit their ideas about how restaurants might be encouraged to offer more fruits and vegetables.

Another approach would be to encourage restaurants to highlight a fruit or vegetable dish on their menus and offer customers a copy of the recipe. You might also consider some sort of award or recognition program for restaurants that promote affordable servings of fruits and vegetables.

Again, a pilot test approach would offer the chance to eliminate bugs and create a program that is workable for restaurateurs, effective with consumers, and sustainable.

SCHOOLS

Discussions with school officials should be initiated to explore the possibility of sending home recipes with coupons, perhaps on a weekly basis. This suggestion was the most popular of all the suggestions we tested and was affirmed in the focus groups. It also has the advantage of getting the information into every home that has kids in school.

SNACKS

In the past 24 hours half had a snack of fruit or fruit juice while 10% had a snack of vegetable or vegetable juice. Said the other way, half are not choosing fruits as a snack and 90% are not choosing vegetables as a snack. That may present an additional opportunity for a public education effort.

THE WORST OFFENDERS

The survey found that about 14% of respondents who in the past 24 hours had had zero or one servings of fruits and vegetables.

While it's probably going to be easier to get people who are eating just two or three servings per day to increase their intake of fruits and vegetables, we also looked at those "worst offenders" to see what it might take to budge them.

As compared to the entire sample, these worst offenders do not differ significantly from the entire sample when it comes to the following:

- The incidence of heart disease, heart problems, high blood pressure, or strokes
- How often they shop for groceries
- The amount spent per week on groceries
- Their use of grocery coupons
- The variety of fresh or frozen produce that is available where they shop
- Their ability to afford fruits and vegetables
- Having someone at home who just doesn't like fruits and veggies or who refuses to eat them
- Citing cost as a reason for not serving more at home
- Citing the unavailability of f&v as a reason for not serving more at home
- Planning weekly menus ahead of time
- Their media habits or use of the Internet
- Their enrollment in SNAP, WIC, or school lunch programs
- They are not materially different from the rest as regards race, age, or income

The worst offenders do differ from the rest, in varying degrees, on the following points:

- They are noticeably more likely to describe themselves as being "somewhat overweight."
- They give a lower rating to the selection of canned fruits and vegetables that is available locally
- They are less likely to say canned fruit and vegetables tastes worse than fresh
- They are less motivated to buy locally grown
- They are less likely to grow their own fruit and vegetables
- They are less likely to avoid foods that contain high fructose corn syrup
- They are much less likely to eat fruit and vegetables as a snack
- Are a bit more likely to cite time as a major reason they don't serve more fruit and vegetables at home
- A little more likely to say that knowing more ways to cook would help
- A little more likely to say that their family doesn't like to try new things

- More likely to say that there aren't as many coupons for f&v compared to other kinds of foods as a reason for not serving more
- Are more likely to eat at restaurants, fast food, drive through when compared to people who get at least four servings per day
- Are less likely to say their restaurant meals include fruits and vegetables (other than potatoes)
- Are noticeably less likely to try new foods and recipes (as compared to those who get at least 4 servings per day)
- They are less educated

We note that there is not some large knowledge gap that needs fixing. The worst offenders are as likely as anyone to agree that eating more fruits and vegetables would help control obesity and help prevent disease, although they are more likely to say that it's more important "for kids to just eat something than it is that they eat enough fruits and vegetables." They are a bit more likely than average to admit that their family doesn't eat enough servings while at the same time they are much more likely to downplay the health importance and the health risk to young people of getting enough fruits and veggies daily. All in all, you might say that they are just more casual about it. Motivation is needed, plus some help with new ideas to overcome apathy about this, seem to be in order. Cost is not the major factor.

IT'S EASIER THAN YOU THINK.

A theme to consider is, "It's easier than you think" to get enough fruits and vegetables into your daily diet. This is targeted at the main biases against serving more fruits and vegetables: it's expensive, it takes too much time, and "I don't know how." Ideas to emphasize include:

- Prep times of 15 minutes or less
- Recipes with few ingredients that are widely available and affordable
- An emphasis on increasing vegetable consumption

Study #: 11-021

A Survey of South Dakota Families

Prepared by:
RBI Strategies and Research

Survey Conducted:

DECEMBER 16-22, 2011
JANUARY 29-31, 2012

December Sample Size = 456, Margin of Error = +/- 4.59%
January Sample Size = 53, Margin of Error = +/- 10%

SCREEN

Hello, my name is _____ from _____, a public opinion polling firm. We're not selling anything. We are conducting a survey about some issues people have been talking about lately. It will take only a few minutes and all responses will be anonymous and used only for research purposes.

1. In tonight's survey we are talking to parents about health and nutrition, so first I need to verify whether you currently have children or grandchildren under the age of 18 in your home?

Yes	100%
No	TERMINATE
DK/NA/REFUSED	TERMINATE

2. Are you the person in your household who is mainly responsible for buying food and preparing meals?
IF NO: May I speak to that person?

3. How many people live in your household?

	All Respondents	Low-Income
1	-%	-%
2	3	13
3	24	28
4	39	19
5	23	18
6-10	9	19
More than 10	1	2
REFUSED	-	-
DK/NA	-	-

SHOPPING

4. How often do you usually do your main shopping for groceries: more than once a week, about once a week, every two weeks, or about once a month?

	All Respondents	Low-Income
More than once a week	18%	18
About once a week	52	40
Every two weeks	24	33
Once a month	6	9
REFUSED	-	-
DK/NA	-	-

5. How long does it take to drive to the nearest grocery store that has a good selection of fresh fruits and vegetables? **OPEN ENDED WITH PRE-CODES (CALLER: CONVERT ANSWERS TO MINUTES)**

	All Respondents	Low-Income
Less than 5 minutes	37%	30%
6-10 minutes	23	23
11-15 minutes	10	8
16-20 minutes	12	9
21-25 minutes	3	3
26-30 minutes	5	8
30+ minutes	10	19
REFUSED	-	-
DK/NA	-	-

6. About how much is your average grocery bill per week?

	All Respondents	Low-Income
Less than \$50	3%	8%
\$51-100	35	45
\$101-150	39	25
\$151-200	13	13
\$201-250	7	6
More than \$250	3	3
REFUSED	-	-
DK/NA	-	-

7. When you go grocery shopping, do you use coupons frequently, some of the time, or never?

	All Respondents	Low-Income
Frequently	17%	15%
Sometimes	53	45
Never	30	40
REFUSED	-	-
DK/NA	-	-

IF USE COUPONS, ASK Q8:

8. Which of the following kinds of coupons do you use most often?

	All Respondents	Low-Income
Newspaper coupons	53%	55%
Coupons you pick up at the store	20	17
Coupons from the Internet	5	4
Coupons that came with a product	7	9
Coupons that come in the mail	11	13
REFUSED	-	-
DK/NA	3	2

9. How would you rate the variety of FRESH fruits and vegetables that are available where you buy groceries most often – is it excellent, pretty good, just OK, or not so good?

	All Respondents	Low-Income
Excellent	23%	17%
Pretty good	61	48
Just OK	15	30
Not so good	1	5
REFUSED	-	-
DK/NA	-	-

10. And how is the selection of FROZEN fruits and vegetables – is it excellent, pretty good, just OK, or not so good?

	All Respondents	Low-Income
Excellent	25%	19%
Pretty good	59	57
Just OK	9	16
Not so good	2	3
REFUSED	-	-
DK/NA	5	5

11. In your opinion, are frozen fruits and vegetables as healthy as fresh produce?

	All Respondents	Low-Income
Yes	43%	48%
No	55	48
REFUSED	-	-
DK/NA	2	5

12. Do you think frozen vegetables taste better or worse than fresh produce, or is it about the same?

	All Respondents	Low-Income
Better	6%	9%
Worse	48	43
About the same	43	43
Not much difference (VOL)	2	1
REFUSED	-	-
DK/NA	1	3

13. And how is the selection of CANNED fruits and vegetables – is it excellent, pretty good, just OK, or not so good?

	All Respondents	Low-Income
Excellent	31%	28%
Pretty good	48	52
Just OK	14	16
Not so good	2	2
REFUSED	-	-
DK/NA	3	1

14. In your opinion, are canned fruits and vegetables as healthy as fresh produce?

	All Respondents	Low-Income
Yes	15%	23%
No	84	76
REFUSED	-	-
DK/NA	1	1

15. Do you think canned vegetables taste better or worse than fresh produce, or is it about the same?

	All Respondents	Low-Income
Better	3%	3%
Worse	70	55
About the same	25	39
Not much difference (VOL)	1	2
REFUSED	-	-
DK/NA	1	1

16. Would you be more likely to buy fruits and vegetables if you knew they were locally grown, or would that not make much difference to you?

	All Respondents	Low-Income
More likely	66%	58%
No difference	33	41
REFUSED	-	-
DK/NA	1	1

17. Would you be more likely to buy fruits and vegetables if you knew they were grown in South Dakota, or would that not make much difference to you?

	All Respondents	Low-Income
More likely	66%	59%
No difference	34	41
REFUSED	-	-
DK/NA	-	-

18. Do you raise your own fruits and vegetables?

	All Respondents	Low-Income
Yes	52%	47%
No	48	53
REFUSED	-	-
DK/NA	-	-

19. Do you sometimes get fruits and vegetables at farmers markets?

	All Respondents	Low-Income
Yes	77%	81%
No	23	19
REFUSED	-	-
DK/NA	-	-

20. Have you ever seen a sign in your grocery store pointing out fruits or vegetables that are South Dakota grown?

	All Respondents	Low-Income
Yes	58%	51%
No	41	48
REFUSED	-	-
DK/NA	1	1

21. Which of the following three statements comes closest to your situation, even if it's not exactly right:

	All Respondents	Low-Income
We can afford as many fruits and vegetables as we like.	34%	15%
We can afford fruits and vegetables but have to be a little careful about the cost.	63	74
We cannot afford fruits and vegetables very often.	3	11
REFUSED	-	-
DK/NA	-	-

22. Do you try to avoid buying food that contains high fructose corn syrup, or is that something you don't pay much attention to?

	All Respondents	Low-Income
Avoid	52%	51%
Don't pay attention to	47	49
REFUSED	-	-
DK/NA	1	-

HOME EATING HABITS

23. In a typical week, how many days is breakfast served at home for all or most of your family?

	All Respondents	Low-Income
Once or twice	18%	28%
3-4 times	11	23
5-6 days	15	9
All 7 days	55	40
REFUSED	-	-
DK/NA	1	-

24. In a typical week, how many days is lunch served at home for all or most of your family?

	All Respondents	Low-Income
Once or twice	53%	50%
3-4 times	14	12
5-6 days	8	6
All 7 days	24	31
REFUSED	-	1
DK/NA	1	-

25. In a typical week, how many days is dinner served at home for all or most of your family?

	All Respondents	Low-Income
Once or twice	1%	- %
3-4 times	7	7
5-6 days	30	13
All 7 days	62	81
REFUSED	-	-
DK/NA	-	-

Next I'm going to ask you to recall how many servings of fruit, vegetables, or juice you personally have consumed in the past 24 hours. We'll say one serving is equal to about one measuring cup. Not counting snacks, at breakfast, lunch, or dinner in the past 24 hours: **(All Respondents in bold / Low-Income in standard font)**

	0	1	2	3	4	5+	DK/NA	Average Cups Consumed
26. How many cups of fruit did you eat?	19% 18%	29% 33%	30% 22%	13% 15%	5% 9%	4% 5%	- -	1.71 1.79
27. How many cups of fruit juice did you drink?	60 43	21 15	13 27	2 7	2 2	1 3	1 2	0.65 1.18
28. Not counting corn or potatoes, how many cups of vegetables did you eat?	19 27	29 22	34 32	10 14	5 3	2 1	- 1	1.59 1.47
29. How many cups of vegetable juice did you drink?	88 73	9 19	2 5	- -	- 1	- 1	1 1	0.15 0.39

30. In the past 24 hours, did you personally have any of the following as a snack? **CHECK ALL THAT APPLY**

	All Respondents	Low-Income
Fruit juice	19%	24%
Some fruit	34	27
Vegetable juice	1	3
Some vegetables	9	13
None of the above	36	33
REFUSED	-	-
DK/NA	-	-

Past 24 hrs. Fruit and/or Fruit Juice Consumption: 53% (All Respondents) **51%** (Low-Income)

Past 24 hrs. Total Vegetable and/or Juice Consumption: 10% (All Respondents) **16%** (Low-Income)

Average Total Cups of Fruit and/or Vegetables Consumed

4.1 cups (All Respondents)

4.83 (Low-Income)

In a typical day, how many cups do you personally consume of: (**All Respondents in bold** / Low-Income in standard font)

	0	1	2	3	4	5+	DK/NA	Average Cups Consumed (All respondents)
31. Fruit juice	48% 33%	34% 32%	12% 18%	3% 11%	1% 2%	1% 1%	2% 2%	0.79 1.20
32. Other sources of fruit	9 8	42 41	31 27	12 14	3 5	2 3	1 2	1.64 1.76
33. Vegetable juice	85 72	10 17	2 9	1 1	- -	- 1	2 -	0.21 0.44
34. Other sources of vegetables	8 14	37 38	35 27	11 10	6 8	1 1	1 2	1.75 1.64

Eat enough fruits and vegetables? (Combined individual totals from Q31-34 from all respondents)

Not enough (4 cups or less)	59%
Enough (5 cups)	16
More than enough (more than 5 cups)	24

What about your family members, how many cups do they personally consume on a typical day?

(**All Respondents in bold** / Low-Income in standard font)

	0	1	2	3	4	5+	DK/NA	Average Cups Consumed
35. Fruit juice	21% 16%	38% 27%	23% 26%	7% 9%	4% 13%	4% 8%	3% 1%	1.42 2.01
36. Other sources of fruit	5 3	36 33	34 23	13 17	8 15	4 8	1 1	1.94 2.31
37. Vegetable juice	82 76	12 11	2 7	2 2	- 1	1 2	1 -	0.28 0.48
38. Other sources of vegetables	5 6	35 22	35 41	15 16	6 11	4 5	1 -	1.92 2.19

39. Are you more likely to eat more fruits and vegetables on a weekday or on the weekend?

	All Respondents	Low-Income
Weekday	41%	31%
Weekend	29	42
No difference (VOL)	39	26
REFUSED	-	-
DK/NA	-	1

40. Do you think your family eats more, or less, fruits and vegetables than most families you know?

	All Respondents	Low-Income
More	52%	52%
Less	31	35
REFUSED	-	-
DK/NA	17	13

OBSTACLES

Now I'm going to read you a list of reasons that people give when we ask them why they don't serve more fruits and vegetables at home. After I read each one, please tell me how much that impacts your decision whether to serve fruits and vegetables at home – a lot, some, or none. Here's the first one: ROTATE ALL (**All Respondents in bold** / Low-Income in standard font)

ROTATE ALL	A lot	Some	None	DK/NA
41. Not enough time	12% 10%	38% 25%	50% 65%	-% -
42. My family doesn't like them	10 7	38 26	52 67	- -
43. Fruits and vegetables are just too expensive	7 17	37 44	55 39	- -
44. I'd serve them more often if I knew more ways to cook them	14 17	38 26	47 57	- -
45. Good fruits and vegetables are not very available in my area	5 11	26 24	68 65	- -
46. The health benefits of fruits and vegetables aren't really worth the extra effort and cost	3 3	12 17	84 78	2 1
47. I buy them, but too often they go to waste	13 11	49 39	38 50	1 -
48. My family doesn't like to try new things	12 8	33 31	52 61	2 -
49. There aren't as many coupons for fruits and vegetables compared to other kinds of foods	37 40	24 22	36 39	2 -
50. It is more important that my kids just eat something than it is that they eat vegetables	4 3	31 28	64 67	1 1
51. I serve them, it just hard to do as much as I'd like	19 19	48 39	32 42	1 -

52. Which of those is the single most important reason why you don't serve more fruits and vegetables at home?
 (REPEAT CHOICES IF NECESSARY)

	All Respondents	Low-Income
Not enough time	19%	13%
Family doesn't like	10	6
Too expensive	17	33
Would serve more if I knew how to cook them	8	5
Not good in my area	4	9
Health benefits not worth extra effort and cost	-	1
Buy, but go to waste	8	8
Family doesn't try new things	7	3
Aren't many coupons	6	7
More important that kids eat just eat something	1	1
Serve, but hard to do often	11	6
REFUSED	-	1
DK/NA	9	8

53. How many people in your house just refuse to eat fruits?

	All Respondents	Low-Income
None	86%	90%
One	10	5
Two	3	3
Three or more	-	2
"Everyone"	-	-
REFUSED	-	-
DK/NA	-	-

54. How many people in your house just refuse to eat vegetables?

	All Respondents	Low-Income
None	72%	75%
One	20	14
Two	6	8
Three or more	2	3
"Everyone"	-	-
REFUSED	-	-
DK/NA	-	-

DINING OUT

55. How many times a week does your family eat at a restaurant, eat fast food, or pick up a drive-thru meal?

	All Respondents	Low-Income
None	20%	42%
1 or two	65	51
Three to five	13	6
Six to eight	1	1
Nine-10	1	-
11-14	-	-
15 or more	-	-
REFUSED	-	-
DK/NA	-	-

IF ZERO, SKIP TO Q57:

56. When you go to a restaurant, a fast food restaurant or a drive-thru, how often does your meal include fruit or vegetables – not counting potatoes: all of the time, most of the time, some of the time, or never?

	All Respondents	Low-Income
All of the time	4%	10%
Most of the time	18	14
Some of the time	53	43
Never	25	33
REFUSED	-	-
DK/NA	-	-

AWARENESS

57. Would you guess that your family eats more or less than the recommended number of servings of fruits and vegetables, or about right on?

	All Respondents	Low-Income
More	6%	11%
Less	59	41
About right on	34	47
REFUSED	-	-
DK/NA	1	1

58. Again, remembering that one serving is about a cup, to the best of your knowledge, how many cups of fruits and how many cups of vegetables are recommended per person per day?

59. And how many cups of vegetables are recommended per day?

CALLERS: If they ask for the correct number, tell them that you will tell them after all the questions are complete but are instructed not to do so before then, so as not to bias the survey results. The correct answer is two cups of fruit and 2.5 cups of vegetables.

	(Q58) Fruits		(Q59) Vegetables	
	AR	LI	AR	LI
1	7%	13%	5%	13
2	29	32	23	25
Two and a half	16	9	19	19
3	25	27	23	25
4	12	6	14	5
5 or more	8	8	11	7
REFUSED	-	-	-	-
DK/NA	4	6	3	7

60. In terms of having good health, how important do you think it is for people to get enough servings of fruits and vegetables per day – is it extremely important, somewhat important, or not very important?

	All Respondents	Low-Income
Extremely important	74%	70%
Somewhat important	25	28
Not very important	-	-
REFUSED	-	-
DK/NA	-	-

61. Do you think that eating more fruits and vegetables would help control obesity?

	All Respondents	Low-Income	
Yes	92%	88%	
No	4	7	SKIP TO Q64
REFUSED	-	1	SKIP TO Q64
DK/NA	3	5	SKIP TO Q64

IF YES, ASK Q62 AND Q63:

62. Why do you say that?

	All Respondents
Healthier	32%
Nutritious/have vitamins	15
Stay away from junk food	11
Lower in fat	10
Less calories	8
Fill a person up	6
Low in sugar	6
Not processed or man made	6
Low in carbs	2
Help eat less food	2
Low in cholesterol	1
Natural energy	-
DK/NA	1

63. How much difference does eating more fruits and vegetables make in preventing or controlling obesity – a great deal of difference, some difference, or only a little difference?

	All Respondents	Low-Income
A great difference	74%	73%
Some difference	24	27
A little difference	1	-
REFUSED	-	-
DK/NA	-	-

64. Do you think that eating more fruits and vegetables would help prevent or control diseases like heart disease, high blood pressure, stroke, and diabetes?

	All Respondents	Low-Income	
Yes	92%	88%	
No	3	3	SKIP TO Q66
REFUSED	-	-	SKIP TO Q66
DK/NA	6	9	SKIP TO Q66

IF YES:

65. How much difference would eating more fruits and vegetables make in preventing or controlling heart disease, high blood pressure, stroke, or diabetes – a great deal of difference, some difference, or only a little difference?

	All Respondents	Low-Income
A great deal	74%	77%
Some	24	22
Little difference	1	1
REFUSED	-	-
DK/NA	1	-

66. The United States has a growing problem with obesity, with more and more people overweight. Why do you think that is? VERBATIM RESPONSES

	All Respondents
Fast food/eating out	20%
Bad eating habits	16
Lack of exercise	14
Processed and man made food	8
No time/too busy to eat right	6
Convenience/packaged food	6
Junk food	6
Laziness	5
Unhealthy food is cheaper	4
Portion size/overeating	4
Not eating fruits and vegetables	3
No nutritional value in common food	3
Too much TV/video games	2
DK/NA	3

67. Thinking of children and young adults, how big a health risk is a diet that does not include enough fruits and vegetables? Would you say it's a big health risk, somewhat of a health risk, not much of a health risk, or no health risk at all?

	All Respondents	Low-Income
Big health risk	66%	67%
Somewhat of a health risk	32	27
Not much of a health risk	2	3
No health risk at all	-	1
REFUSED	-	-
DK/NA	-	1

MENU HABITS

68. Do you usually plan out a weekly menu ahead of time?

	All Respondents	Low-Income
Yes	31%	31%
No	69	69
REFUSED	-	-
DK/NA	-	-

69. How often do you try out new foods and recipes – often, sometimes, rarely, or never?

	All Respondents	Low-Income
Often	27%	36%
Sometimes	53	48
Rarely	19	14
Never	1	2
REFUSED	-	-
DK/NA	-	-

SOLUTIONS

We've talked a lot about fruits and vegetables today. Let me read you a few ways people have proposed for increasing the consumption of fruits and vegetables. Please tell me how much impact each would have on your family's eating habits. Please use a scale of 1 to 10, with 1 meaning it would have no impact at all, and 10 meaning it would have a very significant impact. You can use any number between 1 and 10. Here's the first one (**ROTATE**) (All Respondents in bold / Low-Income in standard font)

ROTATE ALL, EXCEPT LAST QUESTION	1	2	3	4	5	6	7	8	9	10	DK/NA	Mean
70. More coupons for fruits and vegetables, to make them more affordable.	11% 6%	3% 2%	5% 3%	3% 2%	10% 3%	8% 9%	11% 11%	11% 14%	9% 7%	29% 41%	-% 1%	6.80 7.69

ROTATE ALL, EXCEPT LAST QUESTION	1	2	3	4	5	6	7	8	9	10	DK/ NA	Mean
71. Just knowing that eating enough fruit and vegetables every day significantly reduces incidents of diabetes, high blood pressure, and heart disease.	4 3	3 5	4 5	3 2	15 13	7 6	17 18	18 15	6 5	22 28	- 1	7.29 7.10
72. A better selection of fresh fruits and vegetables in your area	7 3	8 3	4 5	4 7	17 17	8 7	14 9	17 17	5 6	15 24	1 2	6.21 6.83
73. More time to prepare meals for you and your family	5 13	6 9	4 6	4 8	12 8	7 9	12 8	21 16	8 3	21 18	- 2	7.11 5.83
74. Knowing that canned fruits and vegetables are just as healthy as fresh or frozen.	9 10	4 3	3 7	4 6	20 19	11 9	16 10	15 13	6 6	10 13	2 5	6.06 5.86
75. Getting a coupon for serving vegetables that also included a recipe.	10 5	5 6	4 1	6 9	14 13	9 5	14 13	15 16	6 8	16 25	- 1	6.18 6.90
76. Getting a coupon for serving fruit that also included a recipe.	9 5	6 7	5 3	6 6	13 9	9 6	15 14	14 16	6 8	17 26	- 1	6.23 6.94
77. A website that showed recipe ideas for fruits and vegetables that are currently available in local stores?	12 11	6 7	7 5	7 13	15 8	7 7	15 10	11 10	5 5	15 24	- 1	5.83 5.95
78. If your kids brought home from school a new recipe for serving fruits and vegetables.	6 2	3 5	3 0	4 5	13 10	10 8	15 15	20 18	8 5	17 31	1 2	6.78 7.42
79. If your kids brought home from school a new recipe for serving fruits and vegetables that included a coupon with a worthwhile savings.	6 1	1 2	1 1	2 1	8 9	5 6	13 11	22 19	13 9	26 38	27 2	7.62 8.02
80. Serving more fruits and vegetables as juices.	13 9	4 3	7 5	8 5	19 15	8 16	11 8	14 15	4 6	10 18	- 1	5.55 6.31
81. DO NOT ROTATE; ALWAYS ASK LAST: A free get-together in your area to show good ways to prepare and serve fruits and vegetables economically.	14 10	10 5	10 8	8 11	16 14	5 3	11 15	7 5	6 7	13 22	- 1	5.27 6.01

IF SIX OR MORE ON Q81 GET-TOGETHER, ASK:

82. How likely would you be to attend such a get-together? Are the chances extremely good, pretty good, about 50/50, or less than 50/50?

	All Respondents	Low-Income
Extremely good	22%	22%
Pretty good	31	27
About 50/50	41	44
Less than 50/50	6	7
REFUSED	-	-
DK/NA	1	-

IF EXTREMELY GOOD OR PRETTY GOOD ON Q82, ASK:

83. If free childcare were available for the event, would that make you more likely to attend? Are the chances extremely good, pretty good, about 50/50, or less than 50/50?

	All Respondents	Low-Income
Extremely good	55%	36%
Pretty good	22	41
About 50/50	11	9
Less than 50/50	12	14
REFUSED	2	-
DK/NA	3	-

IF EXTREMELY GOOD OR PRETTY GOOD ON Q82 AND/OR Q83, ASK:

84. What would be the most convenient time for you - a weekday, a weekday evening, Saturday morning, Saturday afternoon, Sunday afternoon, or Sunday evening?

	All Respondents	Low-Income
Weekday	8%	5%
Weekday evening	25	23
Saturday morning	16	14
Saturday afternoon	27	32
Sunday afternoon	11	14
Sunday evening	1	-
REFUSED	-	-
DK/NA	13	14

85. Other than the ideas we've just discussed, do you have any suggestions for encouraging people in South Dakota to eat more fruits and vegetables? VERBATIM RESPONSES

	All Respondents
No/nothing else	64%
Educate on health facts	8
Appeal to younger children/school	7
Promote/advertise in store	6
Lower prices	5
Educate on freezing/canning/cooking	4
Encourage more gardens/homegrown	2
Advertise local grown	2
Parental responsibility	1
More availability	1
DK/NA	-

86. How often do your kids demand some kind of food or snack that they saw advertised on TV – often, sometimes, or not very often?

	All Respondents	Low-Income
Often	16%	24%
Sometimes	28	30
Not very often	53	41
REFUSED/NO KID	1	2
DK/NA	1	2

IF OFTEN OR SOMETIMES:

87. How often do you buy the advertised food or snack that kids request – often, sometimes, or not very often?

	All Respondents	Low-Income
Often	8%	6%
Sometimes	45	36
Not very often	48	55
REFUSED	-	2
DK/NA	-	-

MEDIA HABITS

88. How often do you read local newspapers – very regularly, sometimes, hardly ever, or never?

	All Respondents	Low-Income
Very regularly	44%	44%
Sometimes	24	23
Hardly ever	23	24
Never	9	9
REFUSED	-	-
DK/NA	-	-

89. And how about weekly newspapers – very regularly, sometimes, hardly ever, or never?

	All Respondents	Low-Income
Very regularly	32%	36%
Sometimes	22	26
Hardly ever	23	16
Never	22	22
REFUSED	-	-
DK/NA	-	-

90. Do you ever read South Dakota newspapers online?

	All Respondents	Low-Income
Yes	43%	40%
No	57	60
REFUSED	-	-
DK/NA	-	-

91. Most South Dakota daily papers run grocery ads and coupons on Wednesday or Thursday. Is that something you refer to very regularly, sometimes, hardly ever, or never?

	All Respondents	Low-Income
Very regularly	29%	25%
Sometimes	25	27
Hardly ever	22	19
Never	24	28
REFUSED	-	-
DK/NA	-	-

92. Do you have cable or satellite TV? IF NECESSARY: Which one?

	All Respondents	Low-Income
Cable TV	55%	47%
Satellite TV	31	32
Neither	14	22
REFUSED	-	-
DK/NA	-	-

93. How often do you watch local TV news - very regularly, sometimes, hardly ever, or never?

	All Respondents	Low-Income
Very regularly	52%	51%
Sometimes	24	23
Hardly ever	15	11
Never	7	14
REFUSED	-	-
DK/NA	1	1

94. Which person in the household usually determines what TV shows you're going to watch - an adult male, an adult female, or children?

	All Respondents	Low-Income
Adult male	36%	31%
Adult female	35	39
Child/Children	15	19
REFUSED	1	1
DK/NA	12	10

95. Do you use the Internet or email every day, a few times a week, hardly ever, or never?

	All Respondents	Low-Income
Every day	74%	49%
A few times a week	16	27
Hardly ever	4	8
Never	6	16
REFUSED	-	-
DK/NA	-	-

IF EVERY DAY OR A FEW TIMES A WEEK:

96. Do you visit Facebook often, sometimes, rarely, or never?

	All Respondents	Low-Income
Often	38%	61%
Sometimes	25	18
Rarely	14	9
Never	22	12
REFUSED	-	-
DK/NA	-	-

HEALTH AND DEMOGRAPHICS

I have a few more questions that are designed to make sure that we have sampled an accurate cross-section of South Dakota's population in tonight's calling. All results will be kept strictly confidential and used only for statistical purposes.

97. Which of the following describes your employment situation: employed full time, employed part time, retired, student, or unemployed?

	All Respondents	Low-Income
Employed full time	64%	43%
Employed part time	18	19
Retired	1	6
Student	1	7
Unemployed	14	25
REFUSED	1	-
DK/NA	-	-

98. What is the highest level of education you have completed?

	All Respondents	Low-Income
Less than high school	2%	9%
High school graduate	18	31
Some college	14	28
Two year college graduate	15	16
Four year college graduate	30	11
Advanced degree	18	3
Technical/ junior college	2	1
REFUSED	1	-
DK/NA	-	-

99. How would you describe the place you live - is your residence in a city of 5,000 or more, a town of less than 5,000, a town of less than 1,000, close to a town or suburb, or in a rural area?

	All Respondents	Low-Income
City of 5,000 or more	49%	41%
Town of less than 5,000	16	20
Town of less than 1,000	9	11
Close to a town/suburb	7	5
Rural area	17	22
REFUSED	2	-
DK/NA	1	1

100. How old are you?

	All Respondents	Low-Income
18-34	32%	45%
35-44	45	31
45-54	17	17
55-64	2	2
65-74	1	5
75+	-	-
REFUSED	2	-
DK/NA	1	-

101. Do you or does anyone in your household have any of the following: **(READ LIST; MARK ALL THAT APPLY)**

	Yes		No		DK/NA	
	AR	LI	AR	LI	AR	LI
a. Heart disease or heart problems	6%	13%	91%	86%	2%	1%
b. High blood pressure	18	31	80	68	2	1
c. Strokes	-	1	98	98	2	1
d. Diabetes	12	23	86	76	2	1
e. Very overweight	10	15	84	84	3	1
f. Somewhat overweight	30	38	68	61	2	1
g. Slightly overweight	40	41	58	58	2	1

102. Does anyone in your household receive SNAP, which sometimes might be called food stamps or EBT?

	All Respondents	Low-Income
Yes	12%	56%
No	86	44
REFUSED	2	-
DK/NA	-	-

103. Does anyone in your household receive WIC? (PRONOUNCED WICK, SOMETIMES PEOPLE SAY THE INITIALS. WIC IS FOOD ASSISTANCE FOR WOMEN, INFANTS, AND CHILDREN)

	All Respondents	Low-Income
Yes	10%	34%
No	88	66
REFUSED	2	-
DK/NA	-	-

104. Is your family qualified for free or reduced price school lunches?

	All Respondents	Low-Income
Yes	18%	63%
No	77	28
REFUSED	2	-
DK/NA	3	9

105. How would you describe your race? **(READ LIST)**

	All Respondents	Low-Income
White/Caucasian	87%	68%
Black/African-American	-	-
Hispanic/Latino	2	3
Asian	-	-
Native American/Other	8	28
REFUSED	2	-
DK/NA	1	-

106. What was your approximate household income for 2010 before taxes? **(READ LIST)**

	All Respondents	Low-Income
Under \$25,000	12%	100%
\$25,000 to \$49,999	23	
\$50,000 to \$74,999	21	
\$75,000 to \$99,999	22	
\$100,001 to \$150,000	9	
Over \$150,000	4	
REFUSED	5	
DK/NA	4	

That concludes our survey. Thank you very much.

CODE THE FOLLOWING

107. GENDER

	All Respondents	Low-Income
Male	22%	20%
Female	78	80

108. Phone type

	All Respondents	Low-Income
Landline	80%	68%
Cell phone	20	32

109. REGION

	All Respondents	Low-Income
Minnehaha/Lincoln	29%	15%
East River	42	47
West River	29	38

