

## Preferences for food in weight control

The purpose of this survey is to learn about consumer food preferences, including beliefs about the relationship between certain foods and health. Please answer all questions honestly, and to the best of your ability. Remember that your answers will be kept strictly confidential, and that you may stop taking the survey at any time. For any questions or concerns please contact Bailey Norwood at [bailey.norwood@okstate.edu](mailto:bailey.norwood@okstate.edu) or 405-334-0010.

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### **FIRST, PLEASE TELL US ABOUT YOUR EATING AND EXERCISE HABITS.**

**1. Which of the following best describes your exercise habits in the last year? Although you may identify with multiple statements, please select the ONE statement that best describes you. In these statements, "regular exercise" refers to 30 minutes of exercise per day, on average.**

- ☐ I exercise regularly so that I do not have to diet
- ☐ I gain exercise regularly because I enjoy it
- ☐ I exercise regularly for other health reasons (for example, lowering bad cholesterol levels)
- ☐ I exercise regularly to build muscle
- ☐ I exercise regularly to prevent weight
- ☐ I exercise regularly to lose weight
- ☐ I exercise regularly for other reasons
- ☐ I do NOT exercise regularly

**2. Please check ALL statements that describe your eating habits in the last year.**

- ☐ Because I exercise regularly, I do not worry about what I eat
- ☐ Other people make most of my food decisions for me
- ☐ I choose foods largely based on taste, convenience, and price, without worrying about weight gain
- ☐ I regularly choose to eat certain foods because I believe they will help me lose weight or maintain a healthy weight
- ☐ I regularly consume fewer calories than I would like, so that I don't gain weight

**PLEASE INDICATE THE EXTENT TO WHICH YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS.**

**3. I consider myself very informed about the different weight-loss strategies and their effectiveness**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**4. Friends and family rely on me for suggestions about losing weight and maintaining a healthy weight.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**PLEASE INDICATE THE EXTENT TO WHICH YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS.**

(Please note that throughout the survey, "carbs" refer to simple carbohydrates, like sugar, and complex carbohydrates, like whole wheat bread. However, one may assume that a "low-carb" diet concentrates more on reducing intake of simple carbohydrates.)

**5. One can lose weight and/or maintain a healthy weight by eating the same kinds and amounts of food, but exercising more.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**6. One can lose weight and/or maintain a healthy weight by consuming less fatty foods AND consuming less calories.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**7. One can lose weight and/or maintain a healthy weight by consuming less fatty foods, replacing the fatty foods with low-fat meat, dairy, and/or eggs.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**8. One can lose weight and/or maintain a healthy weight by consuming less fatty foods, replacing the fatty foods with more vegetables.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**9. One can lose weight and/or maintain a healthy weight by consuming less fatty foods, replacing the fatty foods with more carbs.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**10. One can lose weight and/or maintain a healthy weight by consuming less calories, but eating the same types of foods.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**11. One can lose weight and/or maintain a healthy weight by consuming less carbs AND consuming less calories.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**12. One can lose weight and/or maintain a healthy weight by consuming less carbs, replacing the carbs with more vegetables.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**13. One can lose weight and/or maintain a healthy weight by consuming less carbs, replacing the carbs with more meat, dairy, and/or eggs.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**DIRECTIONS**

Questions 14 – 17 ask you to rank diets according to specific criteria. If there are four diets, rank the diets by putting the number 1, 2, 3, or 4 next to each type of diet. Each diet should receive a unique ranking (for instance, the number “1” should be assigned to one and only one diet) and no blank should be left empty (meaning all four numbers should be assigned to a diet). In the example below, Diet B most closely meets the criteria, so it receives a ranking of 1, and because Diet C least closely meets the criteria, it receives a ranking of 4.

\_\_\_ 3 \_\_\_ Diet A

\_\_\_ 1 \_\_\_ Diet B

\_\_\_ 4 \_\_\_ Diet C

\_\_\_ 3 \_\_\_ Diet D

**14. In your opinion, how effective are each of the following diets for losing weight and/or maintaining a healthy weight, if one can maintain them for months? Rank them according to their effectiveness (1 = most effective and 4 = least effective).**

\_\_\_\_\_ Reduce calories of all foods by the same proportion

\_\_\_\_\_ More exercise

\_\_\_\_\_ Low-fat diet

\_\_\_\_\_ Low-carb diet

**15. In your opinion, how easy is it to maintain each of the following diets? Rank them according to their ease (1 = easiest to maintain and 4 = most difficult to maintain).**

\_\_\_\_\_ Reduce calories of all foods by the same proportion

\_\_\_\_\_ More exercise

\_\_\_\_\_ Low-fat diet

\_\_\_\_\_ Low-carb diet

**16. In your opinion, how effective are each of the following LOW-CARB diets for losing weight and/or maintaining a healthy weight, if one can maintain them for months? Rank them according to their effectiveness (1 = most effective and 4 = least effective).**

\_\_\_\_\_ Reduce total carbs and eat same portions of other foods

\_\_\_\_\_ Reduce total carbs but increase servings of vegetables

\_\_\_\_\_ Reduce total carbs but increase servings of meat, dairy, and, or eggs

**17. In your opinion, how easy is it to maintain each of the following diets? Rank them according to their ease (1 = easiest to maintain and 4 = most difficult to maintain).**

\_\_\_\_\_ Reduce total carbs and eat same portions of other foods

\_\_\_\_\_ Reduce total carbs but increase servings of vegetables

\_\_\_\_\_ Reduce total carbs but increase servings of meat, dairy, and, or eggs

**18. In your opinion, how does increasing one's meat consumption impact the likelihood of the following health consequences?**

	Less likely	No change	More likely
Depression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food sickness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming smarter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming stronger	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High cholesterol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cancer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Heart (cardiovascular) disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diabetes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living longer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Losing weight	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**19. Have you lost weight in the last two years?**☐ Yes☐ No*IF YOU ANSWERED "YES" TO THE QUESTION ABOVE PLEASE SKIP TO QUESTION 21.***20. Have you maintained a healthy weight in the last two years?**☐ Yes☐ No*IF YOU ANSWERED "NO" TO THE QUESTION ABOVE PLEASE SKIP TO QUESTION 28.***21. Which of the following strategies have been most effective for YOU in losing weight and/or maintaining a healthy weight?**

	No experience with this diet	Very ineffective	Ineffective	Effective	Very effective
Weight Watchers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mediterranean diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paleo diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gluten-free diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Exercising more	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consuming less calories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low-fat diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Low-carb diet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other diet(s)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

*IF YOU ANSWERED "NO EXPERIENCE WITH THIS DIET" CORRESPONDING TO THE LOW-CARB DIET PLEASE SKIP TO QUESTION 28.*



**22. When you are on a low-carb diet, how does your consumption of the following foods change?**

	Consume less of	Consume the same amount of	Consume more of
Fruits	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugar (excluding those found naturally in fruits)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vegetables	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eggs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheese	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Yogurt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Milk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chicken / Turkey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beef	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PLEASE INDICATE THE EXTENT TO WHICH YOU AGREE OR DISAGREE WITH THE FOLLOWING STATEMENTS.**

**23. The next time I attempt to lose weight I will use a low-carb diet.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**24. Low-carb diets are just a fad. In ten years very few people will use it.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**25. Meat, dairy, and/or eggs allow me to lose weight and/or maintain a healthy weight while still feeling full after meals.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**26. Meat, dairy, and/or eggs allow me to lose weight and/or maintain a healthy weight without spending more money for food.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**27. Meat, dairy, and/or eggs allow me to lose weight and/or maintain a healthy weight while still eating foods I like.**

- ☐ Strongly Agree
- ☐ Agree
- ☐ Somewhat Agree
- ☐ Neither Agree nor Disagree
- ☐ Somewhat Disagree
- ☐ Disagree
- ☐ Strongly Disagree

**FINALLY, PLEASE TELL US A FEW THINGS ABOUT YOURSELF, AND REMEMBER YOUR ANSWERS ARE CONFIDENTIAL.**

**28 What is your gender?**

- ☐ Female
- ☐ Male

**29. What class are you at OSU?**

- ☐ Freshman
- ☐ Sophomore
- ☐ Junior
- ☐ Senior
- ☐ Graduate student
- ☐ Other (please elaborate) \_\_\_\_\_

**30. What is your major? \_\_\_\_\_**

**31. Are you responsible for buying food and/or cooking for others on a regular basis (like a spouse or child)?**

- ☐ Yes
- ☐ No

**32. Which of the following best describes your race or ethnicity? Please check all that apply to you**

- ☐ American Indian or Alaska Native
- ☐ Asian
- ☐ Black or African American
- ☐ Hispanic
- ☐ Native Hawaiian
- ☐ Other Pacific Islander
- ☐ White
- ☐ Other

**33. Please check ALL foods which you eat on a regular basis.**

- ☐ Meat
- ☐ Milk
- ☐ Yogurt and/or cheese
- ☐ Eggs
- ☐ Vegetables
- ☐ Fruits
- ☐ Grains
- ☐ Sugar (excluding sugar found naturally in fruits)

**34. Are you a vegan or vegetarian?**

- ☐ No
- ☐ I am a vegetarian
- ☐ I am a vegan
- ☐ I am a flexitarian

**35. What is your weight? \_\_\_\_\_ lbs**

**36. What is your height? \_\_\_\_\_ feet and \_\_\_\_\_ inches**

**37. In the last two years, have you experienced any of the following health problems?  
Please check all that apply.**

- ☐ Heart (cardiovascular) disease
- ☐ High blood pressure
- ☐ Stroke
- ☐ Type 1 Diabetes
- ☐ Type 2 Diabetes
- ☐ Cancer
- ☐ Gallbladder disease and/or gallstones
- ☐ Osteoarthritis
- ☐ Gout
- ☐ Breathing and/or sleep problems
- ☐ Depression
- ☐ High cholesterol
- ☐ None of these

**38. What is your age?** \_\_\_\_\_ **years**

**THANK YOU!**