**Questionnaire**

Hello. We are here at [food truck event] to learn about food choices among adults. We are going to ask you some questions about the items you purchased from [selected food truck] today and some other questions about you, including your ideas and beliefs related to food.

This is not a test; there are no right or wrong answers. Please try your best to answer each question as best as you can. If you wish to not answer a question, you may skip it.

1. It is important to me that the food I eat on a typical day: Contains no additivesa
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
2. It is important to me that the food I eat on a typical day: Is low in caloriesa
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
3. It is important to me that the food I eat on a typical day: Contains natural ingredientsa
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
4. It is important to me that the food I eat on a typical day: Is not expensivea
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
5. It is important to me that the food I eat on a typical day: Is low in fata
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
6. It is important to me that the food I eat on a typical day: Is familiara
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
7. It is important to me that the food I eat on a typical day: Is high in fiber and roughagea
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
8. It is important to me that the food I eat on a typical day: Is nutritiousa
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
9. It is important to me that the food I eat on a typical day: Is a good value for moneya
   1. Not at all important (1)
   2. A little important (2)
   3. Moderately important (3)
   4. Very important (4)
   5. Prefer not to answer
10. It is important to me that the food I eat on a typical day: Helps me control my weighta
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
11. It is important to me that the food I eat on a typical day: Is like the food I ate when I was a childa
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
12. It is important to me that the food I eat on a typical day: Contains a lot of vitamins and mineralsa
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
13. It is important to me that the food I eat on a typical day: Contains no artificial ingredientsa
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
14. It is important to me that the food I eat on a typical day: Is high in proteina
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
15. It is important to me that the food I eat on a typical day: Keeps me healthya
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
16. It is important to me that the food I eat on a typical day: Is good for my skin/teeth/hair/nails etc.a
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
17. It is important to me that the food I eat on a typical day: Is what I usually eata
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
18. It is important to me that the food I eat on a typical day: Is cheapa
    1. Not at all important (1)
    2. A little important (2)
    3. Moderately important (3)
    4. Very important (4)
    5. Prefer not to answer
19. True or false: I rarely think about the long-term effects of my diet on my health.b
    1. True
    2. False
    3. Prefer not to answer
20. How much of an effect do you believe diet has on the following: Heart diseaseb
    1. No effect (1)
    2. Little effect (2)
    3. Some effect (3)
    4. Strong effect (4)
    5. Prefer not to answer
21. How much of an effect do you believe diet has on the following: Obesityb
    1. No effect (1)
    2. Little effect (2)
    3. Some effect (3)
    4. Strong effect (4)
    5. Prefer not to answer
22. How much of an effect do you believe diet has on the following: Good healthb
    1. No effect (1)
    2. Little effect (2)
    3. Some effect (3)
    4. Strong effect (4)
    5. Prefer not to answer
23. How old are you?
    1. \_\_\_
    2. Prefer not to answer
24. Do you identify as:
    1. Male
    2. Female
    3. Other - Please specify: \_\_\_\_\_\_\_
    4. Prefer not to answer
25. Do you identify as Latino or Hispanic?
    1. Yes (Please specify, e.g. Mexican, Puerto Rican): \_\_\_\_\_\_
    2. No
    3. Prefer not to answer
26. Which of the following best describes your race? Please select all that apply.
    1. American Indian or Alaskan Native
    2. Asian
    3. Black/ African American
    4. Native Hawaiian/Other Pacific Islander
    5. White
    6. Other - Please specify: \_\_\_\_\_\_\_
    7. Prefer not to answer
27. What is the highest level of education you have completed?
    1. Less than high school
    2. High school graduate or equivalent
    3. Some college education (1-4 years, no degree)
    4. Associate’s degree (including occupational or academic degrees)
    5. Bachelor’s degree (BA, BS, AB, etc.)
    6. Graduate degree (Master’s degree, professional degree such as MD or JD, or Doctorate)
    7. Prefer not to answer
28. Approximately, what is your current height in feet/inches? (i.e. If you are 5’ 7” please enter 5 for feet and 7 for inches)
    1. Feet:
    2. Inches:
    3. Prefer not to answer
29. Approximately, what is your current weight in pounds? (Please enter number amounts; i.e. 145)
    1. Write in: \_\_\_\_\_\_\_\_ or
    2. Prefer not to answer
30. How often do you eat food from a food truck?c
    1. Never
    2. A few times a year
    3. Once a month
    4. A few times a month
    5. 1-3 times a week
    6. 4 or more times a week
31. How often do you eat food from a restaurant? This includes fast food/counter-service restaurants (such as McDonald’s or Anderson’s), sit-down/table-service restaurants (such as Applebee’s or IHOP), and/or local restaurants in your neighborhood (such as a coffee shop or pizza place).c
    1. Never
    2. A few times a year
    3. Once a month
    4. A few times a month
    5. 1-3 times a week
    6. 4 or more times a week
32. What did you order from [truck name(s) – *piped in from screening/eligibility data*] today? Please list all foods and drinks that you ordered for yourself.
    1. Write in: \_\_\_\_\_\_\_\_\_
33. Had you eaten at [truck name] before today?
    1. Yes
    2. No

*\*If yes:* 32a. Is the item(s) you ordered today the item(s) you usually have when you visit [truck name]?

1. Yes
2. No
3. Why did you choose the food/drink items that you chose from [food truck] today?c (Please select all that apply.)
   1. Taste: I like these foods/drinks
   2. Habit: this is what I usually have when I visit a food truck
   3. Cost: Because of its price
   4. Health: Because it was healthy/nutritious
   5. Promotion: It was being promoted by the food truck
   6. Sample: I tasted a free sample and wanted more
   7. Other reason (Please specify): \_\_\_\_\_\_\_\_\_\_\_\_\_
4. Did you receive a free sample of any foods/drinks from [food truck] today?
   1. No
   2. Yes

*\*If yes: 35a.* What was it a sample of?: \_\_\_\_\_\_\_\_\_

*\*35b.* How would you rate the sample?

a. Very good

b. Good

c. OK

d. Bad

e. Very bad

36. Is there anything else that you would like to share with us about your food choices at food truck events or your experience here today? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Have you heard of Healthy Options Buffalo?
   1. Yes
   2. No
   3. I don’t know

**This is the end of the survey. Thank you for your time!**