

NEWEST VITAL SIGN UK

TEST INSTRUCTIONS

READ OUT: This showcard gives you the kind of information you might find on the back of a container of ice cream that you just bought at the supermarket.

I need to you look at this showcard, and then I'm going to ask you to answer some questions. Please have a good read of the information. Let me know when you are finished and we'll move on to the questions.

HAND SHOW CARD TO RESPONDENT AND GIVE THEM A MINUTE OR SO TO READ IT – THIS SECTION IS NOT TIMED, SO GIVE THEM AS LONG AS THEY NEED.

DO NOT ANSWER ANY QUERIES ABOUT THE INFORMATION ON THE LABEL.

WHEN RESPONDENT IS READY, READ OUT:

READ OUT: I'm going to ask you to answer some questions related to the nutritional information that is on this label. The answers to all the questions can be worked out using the information on the showcard I just gave you.

Don't worry if you can't answer all the questions. Some of them are designed to be difficult so not everyone will get them all correct. Please take as much time as you need to answer each question. I can repeat any question you didn't understand.

IF RESPONDENT APPEARS TO BE STRUGGLING, SAY "Would you like me to repeat the question?"

IF RESPONDENT IS REALLY STRUGGLING TO ANSWER, SAY "Ok, don't worry if you can't answer this question, some of them are designed to be much harder than others. Let's try the next one".

RESPONDENTS ARE ALLOWED TO GO BACK AND CHANGE AN ANSWER IF THEY REALISE AT ANY POINT BEFORE THE END OF THE SECTION THAT THEY HAVE MADE A MISTAKE – BUT DO NOT TELL THEM THIS UNLESS THEY REQUEST TO CHANGE AN ANSWER.

SHOW CARD**Product Description:** Ice Cream

Serving Size: 100ml

Servings per container: 4

NUTRITIONAL INFORMATION

<i>TYPICAL VALUES</i>	<i>Per 100ml</i>
Energy	1050 kJ
	250 kcal (calories)
Protein	4 g
Carbohydrate	30 g
of which sugars	23 g
Fat	13 g
of which saturates	9 g
of which monounsaturates	0 g
of which polyunsaturates	3 g
of which trans fats	1 g
Fibre	0 g
Sodium	0.05 g

Ingredients: Cream, Skimmed Milk, Sugar, Whole Egg, Stabilisers (Guar Gum), Peanut Oil, Vanilla Extract (0.05%).

TEST QUESTIONS

1 How many calories (kcal) will you eat if you eat the whole container?

PLEASE READ OUT 'KCAL' AS WELL AS CALORIES, BUT NOT 'KILOCALORIES'.
DO NOT READ OUT ANSWER OPTIONS

- A. 1,000 KCAL
- B. 1,000 CALORIES
- C. Any other answer
- D. Don't know
- E. Refused

2 If you are advised to eat no more than 60 grams of carbohydrate for dessert, what is the maximum amount of ice cream you could have?

DO NOT READ OUT ANSWER OPTIONS

- A. Two servings (or anything up to 2 servings)
- B. Half the container (or any amount up to half the container)
- C. 200 ml (or any amount up to 200 ml).
- D. Any other answer
- E. Don't know
- F. Refused

3. Imagine that your doctor advises you to reduce the amount of saturated fat in your diet. You usually have 42 g of saturated fat each day, some of which comes from one serving of ice cream. If you stop eating ice cream, how many grams of saturated fat would you be eating each day?

DO NOT READ OUT ANSWER OPTIONS

- A. 33 g
- B. Any other answer
- C. Don't know
- D. Refused

4 If you usually eat 2500 calories each day, what percentage of your daily calorie (kcal) intake will you get if you eat one serving of ice cream?

PLEASE READ OUT 'KCAL' AS WELL AS CALORIES, BUT NOT 'KILOCALORIES'

DO NOT READ OUT ANSWER OPTIONS

- A. 1/10 (one tenth)
- B. 10%
- C. Any other answer
- D. Don't know
- E. Refused

READ OUT: Imagine that you are allergic to the following substances: penicillin, peanuts, latex gloves, and bee stings.

5 Is it safe for you to eat this ice cream?

DO NOT READ OUT ANSWER OPTIONS

- A. Yes
- B. No
- C. Don't know
- D. Refused

ASK IF 'NO' AT QNVS5

6. Why not?

DO NOT READ OUT ANSWER OPTIONS

- A. Because it contains peanut oil/peanuts/nuts
- B. Because you might have an allergic reaction ASK QNVS7 BELOW
- C. Any other answer
- D. Don't know
- E. Refused

ASK IF CODE B AT QNVS6:

7. Why would you have an allergic reaction?

DO NOT READ OUT ANSWER OPTIONS

- A. Because it contains peanut oil/peanuts/nuts
- B. Any other answer
- C. Don't know
- D. Refused

SCORE SHEET

Question	Marks	Score
1	A or B = 1 Any other answer = 0	
2	A or B or C = 1 Any other answer = 0	
3	A = 1 Any other answer = 0	
4	A or B = 1 Any other answer = 0	
5	B=1 Any other answer = 0	
6	A = 1 B = 0 BUT SUBJECT DIRECTED TO Q7 Any other answer = 0	
7	A = 1 Any other answer = 0	
TOTAL	MAXIMUM SCORE 6	