

Food Attitudes and Behaviors (FAB) Survey

Health Behaviors Research Branch

The National Cancer Institute's Food Attitudes and Behaviors (FAB) Survey was developed to evaluate a variety of factors that may be related to fruit and vegetable consumption among adults. Potential correlates of fruit and vegetable (FV) consumption were selected based on a comprehensive review of the literature. Many novel items and scales were also newly developed for inclusion in the survey.

The FAB Survey was mailed to 5,803 respondents, plus an additional 200 in a subsequent mailing using a Consumer Opinion Panel in the fall of 2007. A total of 3,418 participants returned the survey, yielding a final response rate of 57%. Twenty-one

surveys were incomplete, which resulted in a final sample of 3,397 adults. African Americans were oversampled (27%). Sampling weights were post-stratified by sex, race/ethnicity, education level, and annual household income, using the 2000 US Census estimates.

Cognitive interviewing on the full survey was conducted, modifications were made, and psychometric testing was conducted in a pilot study to identify items and scales that may be related to FV consumption in US adults.

The FAB Survey contains 65 questions in 8 sections, and measures attitudes and beliefs, health, shopping, fruit and vegetable consumption, eating behaviors, physical activity, food preferences, and demographic data.



Some of the variables/scales included in FAB

Shopping	Knowledge of FV Recommendations	Family Influences
Message Awareness	Social Desirability	Social Support
Barriers	Neighborhood Environment	Intrinsic & Extrinsic Motivation
Benefits	Restaurant Environment	Self-efficacy
Views on Vegetarianism	Seasonality	Worry
Taste Preferences	Fast food Consumption	FV consumption & Physical Activity when growing up

Behavioral outcomes

FV consumption	Water consumption	Physical Activity
Sedentary Behaviors	Sleep	Tobacco Use

To measure FV intake, a new 2-item CUPS FV screener was developed as a shorter alternative in accord with the 2005 Dietary Guidelines for Americans FV recommendations, reported in cups rather than servings. Validity testing of the 2-item CUPS FV screener was evaluated, along with a 2-item servings FV screener and a 16-item FV screener using multiple 24-hour dietary recalls as the gold standard comparison method. The 16-item had the best validity coefficients, followed by the 2-item CUP FV screener.

New 2-item CUPS FV Screener:

The following boxes provide some examples of how much counts as one cup.

1 cup of fruit could be:
1 small apple
1 large banana
1 large orange
8 large strawberries
1 medium pear
2 large plums
32 seedless grapes
1 cup (8 oz.) of 100% juice
½ cup of dried fruit
1 small wedge of watermelon (1 inch thick)

1 cup of vegetables could be:
3 broccoli spears, 5 in. long
1 cup of cooked leafy greens
2 cups of lettuce or raw greens
12 baby carrots
1 medium potato
1 large sweet potato
1 large ear of corn
1 large raw tomato
2 large celery stalks
1 cup of cooked beans

1. About how many cups of FRUIT (including 100% pure fruit juice) do you eat or drink each day? "X" ONE BOX			
<input type="checkbox"/> None	<input type="checkbox"/> ½ to 1 cup	<input type="checkbox"/> 2-3 cups	<input type="checkbox"/> 4 cups or more
<input type="checkbox"/> ½ cup or less	<input type="checkbox"/> 1-2 cups	<input type="checkbox"/> 3-4 cups	

2. About how many cups of VEGETABLES (including 100% vegetable juice) do you eat or drink each day? "X" ONE BOX			
<input type="checkbox"/> None	<input type="checkbox"/> ½ to 1 cup	<input type="checkbox"/> 2-3 cups	<input type="checkbox"/> 4 cups or more
<input type="checkbox"/> ½ cup or less	<input type="checkbox"/> 1-2 cups	<input type="checkbox"/> 3-4 cups	

To learn more about the FAB Survey, including obtaining a copy of the FAB survey instrument, codebook, data, and other accompanying materials, please visit <http://cancercontrol.cancer.gov/brp/fab/index.html> for more information.

Contact FAB

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