

# Food Attitudes and Behaviors (FAB) Survey

## Health Promotion Research Branch

High intakes of fruits and vegetables (FVs) have been associated with decreased risk for certain chronic diseases and, as part of a healthy diet, FVs can help promote weight management. Despite the health benefits, few individuals meet the recommended intakes of FVs. In order to better understand factors related to FV intake, a draft version of the Food Attitudes and Behaviors (FAB) Survey was developed in 2005 by the National Cancer Institute, with input from outside experts. Correlates or potential “predictors” of FV intake were selected based on a comprehensive review of the literature (Shaikh et al., 2008). In addition, many novel potential predictors of FV intake were generated. To measure FV intake, a new 2-item CUPS FV screener was developed as a shorter alternative, and to be in accord with the 2005 Dietary Guidelines for Americans FV recommendations, reported in cups rather than servings.



Cognitive interviewing was conducted, modifications were made, and psychometric testing was conducted in a pilot study to identify distinct FV correlates. 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. Results of psychometric testing and the validity of the FV screeners were presented at the 2008 Society of Behavioral Medicine Conference.



Based on the pilot, extensive changes were made and a final version of the FAB Survey was implemented in fall 2007. The sample was drawn using Synovate’s Consumer Opinion Panel; the final sample consisted of 3,397 adults, with an oversampling of African Americans (28%). The final response rate was 57%.



The FAB Survey contains 65 questions in 8 sections and measures attitudes and opinions, health, shopping, fruit and vegetable consumption, eating behaviors, physical activity, food preferences, and demographic data. Conventional constructs include self-efficacy, barriers, social support, and knowledge of recommendations related to FV consumption. Novel constructs include shopping patterns, taste preferences, views on vegetarianism, intrinsic/extrinsic motivation, and environmental influences.

## 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<br>(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 |   |

The FAB Survey and results/main findings will be made publicly available sometime in 2009 and will be posted on our website at that time.

Please check our website for updates.

<http://healthpromotionresearch.cancer.gov>

Shaikh, A.R., Yaroch, A.L., Nebeling, L., Yeh, M-C, & Resnicow, K. Psychosocial predictors of fruit and vegetable consumption in adults: A review of the literature. *American Journal of Preventive Medicine*. 2008;34(6):535-43.

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