



University of Connecticut Beverage Questionnaire



This next survey is about juice drinks. Before we begin, I would like you to sort some cards into two piles. The cards show 10 different kinds of juice drinks.

On this piece of paper (*place “All juice” paper in front of participant*), I would like you to place all the cards showing pictures of drinks that are all juice. By “all juice,” I mean drinks that only contain all real fruit juice. Some people call these types of drinks pure juice, 100% fruit juice, or real fruit juice.

On the second piece of paper (*place “some or no juice” paper in front of participant*), I would like you to place the pictures of drinks that contain either just a little bit of real fruit juice or no fruit juice at all. These drinks have added sugars, and maybe other ingredients, like flavors and colors.

We would be surprised if you knew all these types of drinks. A lot of people do not recognize all of them because they are not at the store where they shop. (*Hand participant the 10 cards in alphabetical order.*)

Take your time. You can look as closely at the cards as you would like. I can answer questions about the two pile definitions, but not about the drinks in the pictures. If you do not know the drink, just guess which pile you think it goes in.

Record here the two piles:

ALL JUICE:

SOME or NO JUICE:

Now I am going to ask you some questions about what your child drinks.

Place smiley faces in front of participant.

After I read each statement, I would like you to tell me if you agree a lot, agree a little, neither agree or disagree, disagree a little or disagree a lot. *Point to appropriate smiley face as you state response selections.*

Alternative wording for mid-response:

“neither agree or disagree” = “don’t feel one way or the other”; “don’t agree or disagree”

If you don't feel like you know an answer, tell me what you think based on what you've seen or heard.

If participant says "I don't know" or is hesitant, remind them "tell me what you think based on what you've seen or heard."

Repeat response selections after each question until respondent no longer needs the review.

1. Most of the parents I know give their kids the same kinds of drinks I give my child.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

2. Sugar in drinks can cause cavities.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

3. In the long run, I think my child's health could be hurt by what he/she drinks right now.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

4. Sugar in drinks may make children gain extra weight.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

5. The amount of fruit juice in the drinks I give my child is important to me.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

6. The best place to see if a drink is healthy is on the front of the container.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

7. I sometimes buy drinks that I do not think are the healthiest to make my child happy.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

8. **As long as a drink has some fruit juice in it, it is healthy.**

☐

Agree a lot

☐

Agree a little

☐

Neither agree or disagree

☐

Disagree a little

☐

Disagree a lot

9. **My child makes it difficult for me to control what he/she drinks.**

☐

Agree a lot

☐

Agree a little

☐

Neither agree or disagree

☐

Disagree a little

☐

Disagree a lot

10. **At times, my child's grandparents give my child drinks I would rather he/she didn't have.**

☐

Agree a lot

☐

Agree a little

☐

Neither agree or disagree

☐

Disagree a little

☐

Disagree a lot

11. **At times, my family gives my child drinks I would rather he/she didn't have.**

☐

Agree a lot

☐

Agree a little

☐

Neither agree or disagree

☐

Disagree a little

☐

Disagree a lot

12. **At times, my friends give my child drinks I would rather he/she didn't have.**

☐

Agree a lot

☐

Agree a little

☐

Neither agree or disagree

☐

Disagree a little

☐

Disagree a lot

For this next set of questions we are going to change the possible answers to (point to appropriate face as state selections ... very easy = big smile to very hard = intense frown.):

Very easy

Somewhat easy

Neither easy or hard

Somewhat hard

Very hard

13. **Keeping track of what my child drinks at home every day would be ...**

☐

Very easy

☐

Somewhat easy

☐

Neither easy or hard

☐

Somewhat hard

☐

Very hard

14. **Making my child drink water when he/ she is thirsty would be ...**

☐

Very easy

☐

Somewhat easy

☐

Neither easy or hard

☐

Somewhat hard

☐

Very hard

15. Restricting what my child drinks each day to just water or milk would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

16. Knowing how much juice my child drinks each day would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

17. Saying no to my child when he/she asks for a drink that I think is unhealthy would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

18. Encouraging my child to drink water instead of other drinks would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

19. Finding out how much sugar is in the drinks I give my child would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

20. Finding out how much real juice is in the drinks I give my child would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

21. Limiting my child to one small cup of juice each day would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

22. Telling close friends that I do not want my child to have certain drinks would be ...

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

23. Telling my family that I do not want my child to have certain drinks would be ...
- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Very easy | Somewhat easy | Neither easy
or hard | Somewhat hard | Very hard |
24. If I am drinking soda, telling my child he/she can not have some would be ...
- | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Very easy | Somewhat easy | Neither easy
or hard | Somewhat hard | Very hard |

Take out Group A, Group B, and Group C pictures.

For this next set of questions, I am going to be asking about two groups of juice. This first group is Group “R” for “ALL Fruit Juice.” These drinks only contain the juice from fruit. Group “E” is drinks that might have some fruit juice in them, but also have other sugars added to them. The pictures on these pages are some examples of all fruit juice drinks (*point to “R”*) and drinks that have other ingredients besides fruit juice (*point to “E”*). Telling the difference between the two may be difficult. You can see that Minute Maid makes both types of drinks. Group “L” is for soda.

These pictures just show some examples of drinks that fall within these categories of “ALL Fruit”, “Less than all fruit”, and “Soda.” (*Point to 3 photo sheets.*) You may not buy these, so you can think of other drinks that you know that fit into these groupings or base your answers on anything you’ve seen or heard.

We are returning to the first set of answer choices that we used, which were (*point to appropriate smiley face as say*):

Agree a lot	Agree a little	Neither agree or disagree	Disagree a little	Disagree a lot
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25. A drink from Group R is healthier for a child than a drink from Group E.
- | | | | | |
|--------------------------|--------------------------|------------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Agree a lot | Agree a little | Neither agree or
disagree | Disagree a little | Disagree a lot |
26. My child is old enough to have drinks from Group L.
- | | | | | |
|--------------------------|--------------------------|------------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Agree a lot | Agree a little | Neither agree or
disagree | Disagree a little | Disagree a lot |

27. If a child drinks many glasses from Group R every day, the healthier they will be.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

28. Drinks in Groups R and E often have the same amount of sugar.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

29. Many parents I know give their child drinks from Group E.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

30. Drinks in Groups E and L often have the same amount of sugar.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

31. My child is old enough to have drinks from Group E.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

32. Drinks in Groups R and L often have the same amount of sugar.

☐

Agree a lot

☐

Agree a little

☐

Neither agree or
disagree

☐

Disagree a little

☐

Disagree a lot

33. A child should drink less than 1 cup (8 ounces) from Group R each day.

☐

Agree a lot

☐

Agree a little

☐


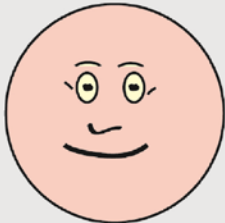



Neither agree or
disagree

☐

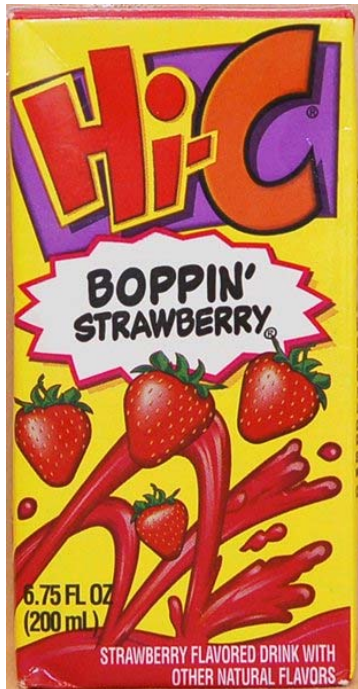
Disagree a little

☐

Disagree a lot

Agree a lot	Agree a little	Neither agree or disagree	Disagree a little	Disagree a lot
				
Very easy	Somewhat easy	Neither easy or hard	Somewhat hard	Very hard

Always	Often	Sometimes	Rarely	Never
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Group E

Less than ALL
FRUIT drinks



Group R

ALL FRUIT
drinks





Group L

SODA drinks





®

F



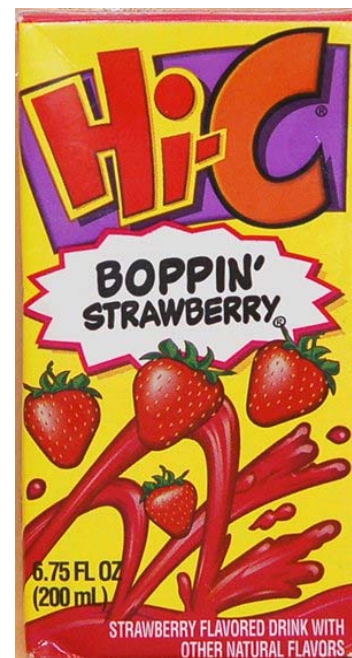
®

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®

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®

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®

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®

E



®

D



®

C



®

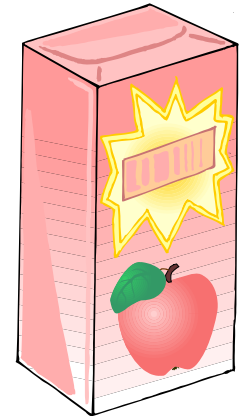
A



®

B

ALL JUICE



Some or No
JUICE

